



*a guide to*

**FILM SERVICES  
OF NATIONAL ASSOCIATIONS**

From the collection of the

o P<sup>z</sup>re<sup>n</sup>l<sup>m</sup>inger<sup>a</sup>  
v L<sup>t</sup>ibrary<sup>p</sup>

San Francisco, California  
2006

---





**FILM SERVICES  
OF NATIONAL ASSOCIATIONS**

*a guide to*

**FILM SERVICES OF**

**FILM COUNSELOR SERIES NUMBER TWO**

# **NATIONAL ASSOCIATIONS**

**EDITORIAL BOARD:** Forrest Alter, Esther C. Brunauer, Marjorie McCullough, Tom Noone, Jeanette A. Sarkisian, Cecile Starr, H. A. Tollefson, Paul A. Wagner.

**FILM COUNCIL OF AMERICA • EVANSTON • ILLINOIS**

Copyright 1954, Film Council of America, Inc.

**FILM COUNCIL OF AMERICA, 600 DAVIS STREET, EVANSTON, ILLINOIS**

A nonprofit educational corporation organized to promote the production, distribution, and utilization of audio-visual materials primarily on the adult level.

PRINTED IN U.S.A. BY PRACTICAL OFFSET INC., DES PLAINES, ILLINOIS

## **DEDICATION**

This volume is dedicated to all who are working to bring about an increased harmony among film sponsors, producers, distributors, and users.

## **PUBLISHER'S NOTE**

It is our intent to enlarge this guide. If you are a member of a national association with a film service that qualifies your listing in this book, please inform the publisher so your association might be included in any revised publication.

## ACKNOWLEDGMENT

We appreciate the cooperation received from the national associations represented in this volume, as well as from others who are not at this time eligible for inclusion. Further acknowledgment is due the following who, in personal interview, offered many valuable suggestions about our content outline before it was mailed: Carol Hale, Girl Scouts of the U.S.A.; Kathryn Linden, American Nurses' Association-National League for Nursing; Mark Starr, International Ladies' Garment Workers' Union; Emily S. Jones, Educational Film Library Association; James McPherson, Department of Audio-Visual Instruction; Mrs. C. Dana Bennett, Farm Film Foundation; Seerley Reid, U.S. Office of Education. Interviews and preparation of material for publication were undertaken by Cecile Starr, with the editorial assistance of Carolyn Henig and Marjorie McCullough. The volume as a whole represents the thought and work of the entire Editorial Board of The Film Council of America.



## CONTENTS

Foreword	vii
Film Council of America	viii
Indexes	
Alphabetic	xi
Subject	xvi
Publications	xxiv
Periodicals	xxxii
Personnel	xxxvi
Geographic	xlviij
Associations	1-146



## FOREWORD

Five years ago the Film Council of America made a preliminary investigation of the film services of national associations and agencies representing labor, industry, education, social welfare, men's and women's clubs, youth-serving groups, and the like. Responses from 100 indicated that only 17 were not doing anything with films, while 83 were involved either in sponsoring the production of films, distributing them, or in various ways encouraging their use among member groups or the public. Our present survey covered far wider ground. Though the percentages have not changed radically in the past five years, the quality and kinds of film services offered by these national associations have been and continue to be on the upgrade. The amateur has become a film specialist. The person who "also handles films" is now a motion picture service or film division with a small but growing staff. Professionalism is the new note in the 16mm film activities of national associations today.

This guide is the first major attempt in this country to compile and publish for general use information on the film services of these national groups. It is intended to serve you as a reference volume—be you film specialist, an organization staff member, a tv program-planner, businessman, librarian, clubwoman, church leader, or private citizen.

What journals publish news and reviews of 16mm films? (see Publications Index)

What nonprofit associations distribute films about American industry? (see Subject Index)

What does AASHO mean? (see Alphabetic Index)

What film services are offered by nonprofit associations in the field of health and medicine? (see Subject Index)

What national or religious organizations have special film services? (see Subject Index)

Turn the pages for the indexes which will be your key to better use of this guide to the Film Services of National Associations.

# FILM COUNCIL OF AMERICA

600 Davis Street, Evanston, Illinois

**President:** Paul A. Wagner

**Associate Directors:** Esther C. Brunauer, H. A. Tollefson

**Staff:** Forrest Alter, Norma Barts, J. Margaret Carter, Jack Ellis, Gus Giordano, Colin Lucas, Marjorie McCullough, Frances C. Montgomery, Jeanette A. Sarkisian, Cecile Starr, George Willis

**Affiliate and Constituent Members:** American Association for Health, Physical Education and Recreation; American Automobile Association; American Dietetic Association; American Jewish Committee; American Jewish Congress; American Library Association; American Medical Association; American Nurses' Association, Inc.; Anti-Defamation League of B'nai B'rith; Association of American Railroads; Association of the Junior Leagues of America; Boy Scouts of America; Canadian Film Institute; Community Chests and Councils of America, Inc.; Congress of Industrial Organizations; The Cooperative League of the U.S.A.; Educational Film Library Association; Girl Scouts of the U.S.A.; International Ladies' Garment Workers' Union; Lions International; National Association of Manufacturers; National Audio-Visual Association; The National Catholic Educational Association; National Conference of Christians and Jews, Inc.; National Council of Jewish Audio-Visual Materials; National Jewish Welfare Board; National Safety Council; National University Extension Association.

## Board of Directors, 1954-1955

Mrs. Oscar A. Ahlgren, President, General Federation of Women's Clubs	William H. Garvey, Jr., President, Society for Visual Education, Inc.
Eddie Albert, Motion Picture Producer and Actor	Louis de Rochemont, Louis de Rochemont Associates
J. R. Bingham, President, Association Films, Inc.	Mrs. Franklin D. Roosevelt, Civic Leader
John T. Caldwell, President, University of Arkansas	Richard B. Sealock, Librarian, Kansas City Public Library
William S. Carlson, President, State University of New York	John Slawson, Executive Vice- President, The American Jewish Committee
Roy Disney, President, Walt Disney Productions	Frank Stanton, President, Columbia Broadcasting System, Inc.
David C. Fulton, Office of Public Relations, International Bank for Reconstruction and Development	Paul A. Wagner, President, Film Council of America

**Film Council of America** is a nonprofit educational organization whose purpose is to promote the use of motion pictures as well as other audio-visual materials, primarily on the adult education level. Serving as a clearing house of information for 28 national organizations having 24,000 local organizational groups representing 28,000,000 members, the FCA seeks to make America audio-visual minded. FCA works with film producers, sponsors, distributors, national organizations, local film councils, and community program planners. It is supported by contributions from these groups as well as by grants from leading foundations. Its program implements these basic ideas:

1. To provide a meeting place for producers, distributors, and users of the motion picture medium.
2. To develop the use of educational and informational films by "bringing the product closer to the consumer" in areas where films have been used little or not at all.
3. To correlate discussion materials with films for use by educational discussion groups on national and international problems.
4. To undertake research on films available for use on television.
5. To interchange information about the motion picture field and serve the 28 million individuals reached by the affiliate, constituent, and sustaining members.
6. To aid any individual or group in the utilization of audio-visual materials.

For detailed information please write: Film Council of America, 600 Davis Street, Evanston, Illinois.

## **ALPHABETIC INDEX**

an alphabetic guide  
to the associations listed.

## ALPHABETIC INDEX

*AAA Foundation for Traffic Safety	1
Adult Education Assn. (AEA-USA)	1
*Advertising Federation of America (AFA)	2
*Amalgamated Clothing Workers of America (ACWA)	3
Amateur Softball Assn. (ASA)	5
American Assn. for Health, Physical Education, and Recreation (AAHPER)	5
*American Assn. of State Highway Officials (AASHO)	6
American Assn. of University Women (AAUW)	7
American Bottlers of Carbonated Beverages	8
*American Bowling Congress (ABC)	8
*American Cancer Society	9
American Council on Education	10
*American Dental Assn. (ADA)	11
*American Federation of Labor (AFL)	14
*American Friends Service Committee (AFSC)	16
*American Gas Assn. (AGA)	17
*American Hospital Assn. (AHA)	18
*American Jewish Committee (AJC)	20
American Jewish Congress (AJC)	21
American Labor Education Service	23
*American Legion (AL)	23
American Library Assn. (ALA)	25
*American Medical Assn. (AMA)	27
*American National Cattlemen's Assn.	28
*American National Red Cross	30
*American Nurses' Assn. (ANA)	32
*American Plant Food Council (APFC)	34
*American Radio Relay League (ARRL)	35
*American Soybean Assn.	37
*American Unitarian Assn. (AUA)	37
*American Waterways Operators	38
American Water Works Assn. (AWWA)	38
*Anti-Defamation League of B'nai B'rith (ADL)	39
*Assn. of American Medical Colleges (AAMC)	41
*Assn. of American Railroads (AAR)	43
Assn. of Casualty and Surety Companies	43
Assn. of National Advertisers (ANA)	44
*Athletic Institute (AI)	45
*Boy Scouts of America	46
Brookings Institution	48

\* A film library of one or more titles is maintained

## ALPHABETIC INDEX

Camp Fire Girls	49
Canadian Assn. for Adult Education (CAAE)	50
†Canadian Film Institute (CFI)	51
*Chamber of Commerce of the U.S.	53
Chautauqua Institution	55
*The Christophers	55
†*Cinema 16	56
*Committee for Free Asia (CFA)	57
Committee for World Development	58
*Communications Workers of America	58
Community Chests and Councils of America	59
*Congregational Christian Churches	61
*Congress of Industrial Organizations (CIO)	62
*Cooperative League (CLUSA)	64
*Correctional Educational Assn.	66
†Council of Motion Picture Organizations (COMPO)	67
Country Women's Council (CWC)	68
†Department of Audio-Visual Instruction (DAVI)	69
†Educational Film Library Assn. (EFLA)	71
†*Farm Film Foundation (FFF)	73
*Feed Institute	75
†Film Council of America (FCA)	75
*Financial Public Relations Assn.	79
*Foreign Policy Assn. (FPA)	79
†*Franco-American Audio-Visual Distribution Center (FADC)	80
*Girl Scouts of the U.S.A.	81
Girls' Friendly Society (GFS)	83
*Goodwill Industries of America (GIA)	84
*Grenfell Assn. of America	84
*India Society of America	85
†Industrial Audio-Visual Assn.	86
*International Ladies' Garment Workers' Union (ILGWU)	87
*International Society for the Welfare of Cripples (ISWC)	88
*Jewish National Fund (JNF)	89
*Laundry Workers' International Union (LWIU)	90
*Lutheran World Action	91
*Mahogany Assn.	92
†*Mental Health Film Board (MHFB)	93
National Assn. for Practical Nurse Education	95
*National Assn. of Food Chains (NAFC)	95
*National Assn. of Manufacturers (NAM)	96
† An association primarily concerned with film activities	

# ALPHABETIC INDEX

National Assn. of Purchasing Agents	97
National Assn. of Travel Organizations (NATO)	98
†National Audio-Visual Assn. (NAVA)	98
*National Audubon Society (NAS)	100
*National Board of Fire Underwriters (NBFU)	102
*National Bowling Council (NBC)	103
*National Conference of Christians and Jews (NCCJ)	103
National Conference of Social Work (NCSW)	105
National Congress of Parents and Teachers (PTA)	106
*National Council of the Churches of Christ, Broadcasting and Film Commission (BFC)	107
National Council of the Churches of Christ, Department of Audio-Visual and Radio Education (DAVRE)	109
†National Council on Jewish Audio-Visual Materials (NCJAVM)	112
*National Cranberry Assn. (NCA)	112
*National Dairy Council	113
*National Education Assn. (NEA)	114
National Federation of Business and Professional Women's Clubs	116
National Federation of Music Clubs (NFMCI)	117
*National Fertilizer Assn. (NFA)	118
*National Foundation for Infantile Paralysis	119
*National Garden Bureau	120
*National Highway Users Conference (NHUC)	120
National Jewish Welfare Board (JWB)	121
*National Kindergarten Assn.	122
*National League for Nursing (NLN)	32
National Recreation Assn. (NRA)	122
*National Safety Council (NSC)	123
National Social Welfare Assembly (NSWA)	124
*National Training Laboratory in Group Development (NTLGD)	125
*National Tuberculosis Assn. (NTA)	126
*Needlework Guild	127
*Oil Industry Information Committee (OIIC)	128
*Outboard Boating Club (OBC)	129
*Pan American Union	130
*Paper Stationery and Tablet Manufacturers Assn.	130
*Photographic Society of America (PSA)	131
Presbyterian Church in the U.S.A., *Board of Christian Education	132
Presbyterian Church in the U.S.A., Department of Stewardship and Promotion	133

\* A film library of one or more titles is maintained

## ALPHABETIC INDEX

*Retail Clerks International Assn. (RCIA)	134
*Tea Council	134
†*Teaching Film Custodians (TFC)	135
*Transport Workers Union (TWU)	136
*Twentieth Century Fund	137
*Union of American Hebrew Congregations (UAHC)	138
*United Automobile Workers (UAW)	139
United Defense Fund	59
United Housing Foundation	140
*United Lutheran Church in America	141
*United States Brewers Foundation	142
*United States Junior Chamber of Commerce (USJCC)	143
*United States Lawn Tennis Assn. (USLTA)	144
†University Film Producers Assn. (UFPA)	144
Vegetable Growers Assn. of America	146
Young Women's Christian Assn. (YWCA)	146

---

\* A film library of one or more titles is maintained

† An association primarily concerned with film activities

## **SUBJECT INDEX**

locates groups interested  
in a given subject.  
Where several different interests  
are indicated, entries appear  
under each heading.

## **SUBJECT INDEX**

### **ADVERTISING**

- \*Advertising Federation of America 2
- Assn. of National Advertisers 44

### **AGRICULTURE**

- \*American National Cattlemen's Assn. 28
- \*American Plant Food Council 34
- \*American Soybean Assn. 37
- \*Farm Film Foundation 73
- \*Feed Institute 75
- \*National Cranberry Assn. 112
- \*National Dairy Council 113
- \*National Fertilizer Assn. 118
- \*National Garden Bureau 120
- Vegetable Growers Assn. of America 146

### **BANKING AND INSURANCE**

- Assn. of Casualty and Surety Companies 43
- Financial Public Relations Assn. 79
- \*National Board of Fire Underwriters 102

### **BUSINESS**

- \*Chamber of Commerce of the U.S. 53
- \*National Assn. of Food Chains 95
- \*U.S. Junior Chamber of Commerce 143

### **BUYING**

- \*Cooperative League 64
- National Assn. of Purchasing Agents 97

### **CHILD CARE**

- Mental Health Film Board 93
- National Congress of Parents and Teachers 106
- \*National Kindergarten Assn. 122

### **COMMUNICATIONS AND TRANSPORTATION**

- \*American Assn. of State Highway Officials 6
- \*American Radio Relay League 35
- \*American Waterways Operators 38
- \*Association of American Railroads 43
- \*Communications Workers of America 58
- \*National Highway Users Conference 120
- \*Transport Workers Union 136

### **CONSERVATION**

- \*National Audubon Society 100

\* A film library of one or more titles is maintained

## COOPERATIVES

*Cooperative League	64
United Housing Foundation	140

## ECONOMICS

Brookings Institution	48
*Chamber of Commerce of the U.S.	53
Committee for World Development	58
*Cooperative League	64
National Assn. of Manufacturers	96
*Twentieth Century Fund	137
*U.S. Junior Chamber of Commerce	143

## EDUCATION

Adult Education Assn.	1
American Assn. for Health, Physical Education, and Recreation	5
American Assn. of University Women	7
American Council on Education	10
American Labor Education Service	23
American Library Assn.	25
*Assn. of American Medical Colleges	41
*Brookings Institution	48
Canadian Assn. for Adult Education	50
Chautauqua Institution	55
*Correctional Education Assn.	66
*Franco-American Audio-Visual Distribution Center	80
National Audubon Society	100
National Congress of Parents and Teachers	106
*National Education Assn.	114
*National Kindergarten Assn.	122
National Training Laboratory in Group Development	125
*Teaching Film Custodians	135
*Twentieth Century Fund	137
University Film Producers Assn.	144

## FOREIGN AFFAIRS

*Committee for Free Asia	57
Committee for World Development	58
Foreign Policy Assn.	79
*Franco-American Audio-Visual Distribution Center	80
*Grenfell Assn. of America	84
*India Society of America	85
*Pan American Union	130

\* A film library of one or more titles is maintained

## SUBJECT INDEX

### GARDENS

- \*National Garden Bureau 120

### HEALTH

- American Assn. for Health, Physical Education, and Recreation 5
- \*American Cancer Society 9
- \*American Dental Assn. 11
- \*American Hospital Assn. 18
- \*American Medical Assn. 27
- \*American Nurses' Assn. 32
- \*Assn. of American Medical Colleges 41
- Mental Health Film Board 93
- National Assn. for Practical Nurse Education 95
- \*National Foundation for Infantile Paralysis 119
- \*National League for Nursing 32
- \*National Tuberculosis Assn. 126

### HOBBIES

- \*American Radio Relay League 35
- \*National Garden Bureau 120
- \*Photographic Society of America 131

### HOUSING

- United Housing Foundation 140

### HUMAN RELATIONS

- \*American Jewish Committee 20
- \*Anti-Defamation League 39
- \*The Christophers 55
- \*National Conference of Christians and Jews 103
- \*National Training Laboratory in Group Development 125

### INDUSTRY

- \*Advertising Federation of America 2
- American Bottlers of Carbonated Beverages 8
- American Gas Assn. 17
- \*American National Cattlemen's Assn. 28
- \*American Plant Food Council 34
- \*American Soybean Assn. 37
- \*American Waterways Operators 38
- \*Assn. of American Railroads 43
- Assn. of National Advertisers 44
- \*Athletic Institute 45
- †Council of Motion Picture Organizations 67
- \*Feed Institute 75
- Industrial Audio-Visual Assn. 86

\* A film library of one or more titles is maintained

## SUBJECT INDEX

*Mahogany Assn.	92
*National Assn. of Manufacturers	96
National Assn. of Purchasing Agents	97
National Assn. of Travel Organizations	98
*National Cranberry Assn.	112
*National Dairy Council	113
*National Fertilizer Assn.	118
*National Highway Users Conference	120
*Oil Industry Information Committee	128
*Outboard Boating Club	129
*Paper Stationery and Tablet Manufacturers Assn.	130
*Tea Council	134
*United States Brewers Foundation	142
<b>INSURANCE — See Banking</b>	
<b>LABOR</b>	
*Amalgamated Clothing Workers	3
*American Federation of Labor	14
American Labor Education Service	23
*Communications Workers of America	58
*Congress of Industrial Organizations	62
*International Ladies' Garment Workers' Union	87
*Laundry Workers' International Union	90
*Retail Clerks International Assn.	134
*Transport Workers Union	136
*United Automobile Workers	139
<b>MEDICINE</b>	
*American Cancer Society	9
*American Hospital Assn.	18
*American Medical Assn.	27
*Assn. of American Medical Colleges	41
*National Foundation for Infantile Paralysis	119
*National Tuberculosis Assn.	126
<b>MENTAL HEALTH</b>	
Mental Health Film Board	93
<b>MUSIC</b>	
Chautauqua Institution	55
National Federation of Music Clubs	117
<b>NATURE EDUCATION</b>	
*National Audubon Society	100
* A film library of one or more titles is maintained	

## SUBJECT INDEX

### NURSING

- \*American Nurses' Assn. 32
- National Assn. for Practical Nurse Education 95
- \*National League for Nursing 32

### PHOTOGRAPHY

- \*Photographic Society of America 131

### PUBLIC RELATIONS

- Financial Public Relations Assn. 79

### RECREATION

- Amateur Softball Assn. 5
- American Assn. for Health, Physical Education, and Recreation 5
- \*American Bowling Congress 8
- \*Athletic Institute 45
- Chautauqua Institution 55
- Council of Motion Picture Organizations 67
- National Assn. of Travel Organizations 98
- \*National Bowling Council 103
- \*National Garden Bureau 120
- National Recreation Assn. 122
- \*Outboard Boating Club of America 129
- \*United States Lawn Tennis Assn. 144

### RELIGION

- \*American Friends Service Committee 16
- \*American Jewish Committee 20
- American Jewish Congress 21
- \*American Unitarian Assn. 37
- Chautauqua Institution 55
- \*Congregational Christian Churches 61
- \*Jewish National Fund 89
- \*Lutheran World Action 91
- \*National Council of the Churches of Christ,  
Broadcasting and Film Commission 107
- National Council of the Churches of Christ,  
Division of Christian Education,  
Dept. of Audio-Visual and Radio Education 109
- National Council on Jewish Audio-Visual Materials 112
- National Jewish Welfare Board 121
- \*Presbyterian Church in the U.S.A.,  
Board of Christian Education 132
- \*Presbyterian Church in the U.S.A.,  
Dept. of Stewardship and Promotion 133

\* A film library of one or more titles is maintained

*Union of American Hebrew Congregations	138
*United Lutheran Church in America	141
<b>RETAILING</b>	
*National Assn. of Food Chains	95
*Retail Clerks International Assn.	134
<b>RURAL</b>	
*American National Cattlemen's Assn.	28
*American Plant Food Council	34
*American Soybean Assn.	37
Country Women's Council	68
*Farm Film Foundation	73
*Feed Institute	75
*National Cranberry Assn.	112
*National Dairy Council	113
*National Fertilizer Assn.	118
*National Garden Bureau	120
Vegetable Growers Assn. of America	146
<b>SAFETY</b>	
*AAA Foundation for Traffic Safety	1
Assn. of Casualty and Surety Companies	43
*National Board of Fire Underwriters	102
*National Safety Council	123
<b>SOCIAL SERVICE AND WELFARE</b>	
*American Friends Service Committee	16
*American National Red Cross	30
*Boy Scouts of America	46
Camp Fire Girls	49
Committee for World Development	58
Community Chests and Councils of America	59
Correctional Education Assn.	66
Girls' Friendly Society	83
*Girl Scouts of the U.S.A.	81
*Goodwill Industries of America	84
*Grenfell Assn. of America	84
*International Society for the Welfare of Cripples	88
National Conference of Social Work	105
National Jewish Welfare Board	121
National Social Welfare Assembly	124
*Needlework Guild of America	127
United Defense Fund	59
Young Women's Christian Assn.	146

\* A film library of one or more titles is maintained

## SUBJECT INDEX

### SPORTS

Amateur Softball Assn.	5
American Assn. for Health, Physical Education, and Recreation	5
*American Bowling Congress	8
*Athletic Institute	45
*National Bowling Council	103
National Recreation Assn.	122
*Outboard Boating Club	129
*U.S. Lawn Tennis Assn.	144

### TRANSPORTATION — See Communications

### TRAVEL

National Assn. of Travel Organizations	98
--	----

### UTILITIES

*American Gas Assn.	17
American Water Works Assn.	38

### VETERANS

*American Legion	23
------------------	----

### WOMEN

American Assn. of University Women	7
Country Women's Council	68
National Federation of Business and Professional Women's Clubs	116
*Needlework Guild	127
Young Women's Christian Assn.	146

### YOUTH SERVICES

*Boy Scouts of America	46
Camp Fire Girls	49
Girls' Friendly Society	83
*Girl Scouts of the U.S.A.	81
Young Women's Christian Assn.	146

---

\* A film library of one or more titles is maintained

## **PUBLICATIONS INDEX**

provides you with titles  
of all film publications  
(books, pamphlets, and leaflets)  
mentioned in this volume.

## PUBLICATIONS INDEX

<b>ABC's of Visual Aids and Projectionist's Manual</b>	71
Educational Film Library Assn.	
<b>Aids for Physical Education, Athletics, and Recreation</b>	45
The Athletic Institute	
<b>The American Heritage in Films</b>	25
American Library Assn.	
<b>America's Wealth</b>	48
The Brookings Institution	
<b>ARRL Training Aids and Rules for Use</b>	35
American Radio Relay League	
<b>Audio-Visual Resource Guide for Use in Religious Education</b>	109
National Council of the Churches of Christ, Division of Christian Education	
<b>Audio-Visual Resources in Christian Education</b>	109
National Council of the Churches of Christ, Division of Christian Education	
<b>Audio-Visual School Library Service</b>	25
American Library Assn.	
<b>Award Winning Motion Pictures</b>	96
National Assn. of Manufacturers	
<b>Bibliography of Materials</b>	103
National Conference of Christians and Jews	
<b>Bibliography of Motion Pictures and Slide Films</b>	8
American Bottlers of Carbonated Beverages	
<b>Big Enterprise in the Competitive System</b>	48
The Brookings Institution	
<b>The Big Market for 16mm Films</b>	96
National Assn. of Manufacturers	
<b>The Bulletin Board in the Jewish Religious School</b>	138
Union of American Hebrew Congregations	
<b>Catalog of American Hospital Association Services</b>	18
American Hospital Assn.	
<b>Catalog of Films Available Through Motion Picture Library A.M.A.</b>	27
American Medical Assn.	
<b>Catalog of Films for Church Use</b>	61
Congregational Christian Churches	
<b>A Catalog of Health Education Motion Pictures Produced in the     United States Suitable and Available for Use Abroad</b>	27
American Medical Assn.	

<b>A Catalog of Medical Motion Pictures Produced in the United States Suitable and Available for Use Abroad</b>	27
American Medical Assn.	
<b>Catalog of Literature and Audio-Visual Materials</b>	133
Presbyterian Church in the U.S.A., Department of Stewardship and Promotion	
<b>Catalog of Red Cross Films</b>	30
American National Red Cross	
<b>Children's Educational Materials</b>	16
American Friends Service Committee	
<b>Community Film Use</b>	75
Film Council of America	
<b>DAVI Conference Proceedings</b>	69
Department of Audio-Visual Instruction, National Education Assn.	
<b>Dealers Are Human</b>	98
National Audio-Visual Assn.	
<b>Documentary and Educational Films in Canada</b>	51
Canadian Film Institute	
<b>Educational Film Guide</b>	25
American Library Assn.	
<b>Educational Motion Pictures and Libraries</b>	25
American Library Assn.	
<b>EFLA Red Book of Audio-Visual Equipment</b>	71
Educational Film Library Assn.	
<b>EFLA Service Supplements</b>	71
Educational Film Library Assn.	
<b>The Eye Route: Visual Aids for Workers' Education</b>	87
International Ladies' Garment Workers' Union	
<b>Film Evaluations</b>	50
Canadian Assn. for Adult Education	
<b>Film Production in Dental Schools</b>	11
American Dental Assn.	
<b>Film Round-Up</b>	32
American Nurses' Assn.	
<b>Film Services in Canada</b>	50
Canadian Assn. for Adult Education	
<b>Film Utilization</b>	50
Canadian Assn. for Adult Education	
<b>Film Utilization</b>	71
Educational Film Library Assn.	

## PUBLICATIONS INDEX

<b>Films and Filmstrips of Jewish Interest</b>	112
National Council on Jewish Audio-Visual Materials	
<b>Films and People</b>	71
Educational Film Library Assn.	
<b>Films for Classroom Use</b>	135
Teaching Film Custodians	
<b>Films for International Understanding</b>	71
Educational Film Library Assn.	
<b>Films for Labor</b>	62
Congress of Industrial Organizations	
<b>Films for Labor</b>	14
American Federation of Labor	
<b>Films for Public Libraries</b>	25
American Library Assn.	
<b>Films for TV</b>	59
Community Chests and Councils of America	
<b>Films in the Cardiovascular Diseases, Survey,     Analysis, and Conclusions</b>	41
Assn. of American Medical Colleges	
<b>Films in Psychiatry, Psychology, and Mental Health</b>	41
Assn. of American Medical Colleges	
<b>Films of the ADA</b>	11
American Dental Assn.	
<b>Films to Explain American Business</b>	53
Chamber of Commerce of the U.S.	
<b>First Steps in Audio-Visual Education in the Jewish Religious School</b>	138
Union of American Hebrew Congregations	
<b>Focus on Learning</b>	10
American Council on Education	
<b>Foundations for Teacher Education in Audio-Visual Instruction</b>	10
American Council on Education	
<b>Freedom Film Library</b>	39
Anti-Defamation League of B'nai B'rith	
<b>Girl Scouts Film Catalog 1952-53</b>	81
Girl Scouts of the U.S.A.	
<b>Great Men and Great Issues</b>	75
Film Council of America	
<b>A Guide for Film Evaluators</b>	71
Educational Film Library Assn.	
<b>Guide to Films in Economic Education</b>	69
Department of Audio-Visual Instruction, National Education Assn.	

<b>Guide to Films in Human Relations</b>	69
Department of Audio-Visual Instruction, National Education Assn.	
<b>Guide to Films in Human Relations</b>	39
Anti-Defamation League of B'nai B'rith	
<b>Guide to the Film Services of National Associations</b>	75
Film Council of America	
<b>A Guide to Successful Film Showing</b>	119
The National Foundation for Infantile Paralysis	
<b>Health Films Catalog</b>	71
Educational Film Library Assn.	
<b>Health Education Motion Pictures Cleared for Use on Television</b>	27
American Medical Assn.	
<b>Helpful Hints to Amateur Dental Film Producers</b>	11
American Dental Assn.	
<b>How to Get the Most Out of "Farewell to Childhood"</b>	93
Mental Health Film Board	
<b>How to Make a Film</b>	59
Community Chests and Councils of America	
<b>How to Make a Filmstrip</b>	59
Community Chests and Councils of America	
<b>How to Make and Use Visual Aids</b>	81
Girl Scouts of the U.S.A.	
<b>How to Obtain and Screen Films for Community Use</b>	75
Film Council of America	
<b>Ignorance May Be Bliss</b>	53
Chamber of Commerce of the U.S.	
<b>Index of Medical Motion Pictures Reviews</b>	27
American Medical Assn.	
<b>Index of Selected Film Lists</b>	71
Educational Film Library Assn.	
<b>International Film Catalogue</b>	51
Canadian Film Institute	
<b>Inventories of Visual Aids</b>	16
American Friends Service Committee	
<b>Making Films Work for Your Community</b>	71
Educational Film Library Assn.	
<b>Man and His Food: A Discussion Guide on 25 Films</b>	71
Educational Film Library Assn.	
<b>A Measure for Audio-Visual Programs in Schools</b>	10
American Council on Education	

## PUBLICATIONS INDEX

<b>Moral and Spiritual Values in Home, School, and Community</b>	106
National Congress of Parents and Teachers	
<b>Motion Picture Directory of the National Association of     Travel Organizations</b>	98
National Assn. of Travel Organizations	
<b>Motion Pictures in a Modern Curriculum</b>	10
American Council on Education	
<b>National Directory of Safety Films</b>	123
National Safety Council	
<b>NAVA and You</b>	98
National Audio-Visual Assn.	
<b>NAVA Audio-Visual Equipment Directory</b>	98
National Audio-Visual Assn.	
<b>NAVA Membership List and Trade Directory</b>	98
National Audio-Visual Assn.	
<b>Now That Your Union Has a Movie Projector</b>	62
Congress of Industrial Organizations	
<b>Pictures with a Purpose</b>	50
Canadian Assn. for Adult Education	
<b>Planning Schools for Use of Audio-Visual Materials—     No. 1—Classrooms</b>	69
Department of Audio-Visual Instruction, National Education Assn.	
<b>Planning Schools for Use of Audio-Visual Materials—     No. 2—Auditoriums</b>	69
Department of Audio-Visual Instruction, National Education Assn.	
<b>Planning Schools for Use of Audio-Visual Materials—     No. 3—The AV Instructional Materials Center</b>	69
Department of Audio-Visual Instruction, National Education Assn.	
<b>Points to Remember About "Farewell to Childhood"</b>	93
Mental Health Film Board	
<b>Program Builders</b>	113
National Dairy Council	
<b>Projecting Motion Pictures in the Classroom</b>	10
American Council on Education	
<b>Publications, Films, and Exhibits</b>	119
National Foundation for Infantile Paralysis	
<b>Railroad Film Directory</b>	43
Assn. of American Railroads	

<b>A Reasonable Budget for Audio-Visuals</b>	109
National Council of the Churches of Christ, Division of Christian Education	
<b>Recent Health Films</b>	71
Educational Film Library Assn.	
<b>Recruiting Audio-Visual Salesmen</b>	98
National Audio-Visual Assn.	
<b>Report of the Annual NAVA Survey</b>	98
National Audio-Visual Assn.	
<b>Report of Research in Audio-Visual Aids to Education</b>	109
National Council of the Churches of Christ, Division of Christian Education	
<b>Reports to ANA Members on Business Films</b>	44
Assn. of National Advertisers	
<b>Say It With Pictures</b>	87
International Ladies' Garment Workers' Union	
<b>The School Administrator and His Audio-Visual Program</b>	69
Department of Audio-Visual Instruction, National Education Assn.	
<b>A School Uses Motion Pictures</b>	10
American Council on Education	
<b>Science Evaluations</b>	51
Canadian Film Institute	
<b>Selected Films—Biological and Physical Science in Schools of Nursing</b>	71
Educational Film Library Assn.	
<b>Selected List of Human Relations Films</b>	20
The American Jewish Committee	
<b>Sight and Sound: The Use of Audio-Visual Aids in the YWCA</b>	146
Young Women's Christian Assn., National Board	
<b>Sixty Years of 16mm Film—1923-1983</b>	75
Film Council of America	
<b>Sources of Medical Motion Pictures</b>	27
American Medical Assn.	
<b>Sources of Motion Pictures on Health</b>	27
American Medical Assn.	
<b>The Soybean Blue Book</b>	37
American Soybean Assn.	
<b>Special Film Lists</b>	51
Canadian Film Institute	
<b>Sports Film Guide</b>	45
The Athletic Institute	

## **PUBLICATIONS INDEX**

<b>Study-Discussion Group Techniques</b>	106
National Congress of Parents and Teachers	
<b>Suggested Audio-Visuals for Use with the 1954 Uniform Lessons</b>	109
National Council of the Churches of Christ, Division of Christian Education	
<b>The TFC Story</b>	135
Teaching Film Custodians	
<b>Uniform Accounting System for NAVA Members</b>	98
National Audio-Visual Assn.	
<b>Using Audio-Visuals in the Church</b>	109
National Council of the Churches of Christ, Division of Christian Education	
<b>Using Audio-Visuals in Weekday Religious Education</b>	109
National Council of the Churches of Christ, Division of Christian Education	
<b>Using Films and Filmstrips in a Girl Scout Council</b>	81
Girl Scouts of the U.S.A.	
<b>U.S. Jaycee Film Guide</b>	143
U.S. Junior Chamber of Commerce	
<b>Visual Aids</b>	17
American Gas Assn.	
<b>Visual Aids Guide</b>	46
Boy Scouts of America	
<b>We Use Films in Our Program: ILGWU</b>	87
International Ladies' Garment Workers' Union	
<b>What Slides and Filmstrips Should We Buy?</b>	109
National Council of the Churches of Christ, Division of Christian Education	
<b>With These Hands</b>	87
International Ladies' Garment Workers' Union	
<b>World Affairs Are Your Affairs</b>	75
Film Council of America	

## **PERIODICALS INDEX**

provides you with a listing  
of professional and trade magazines  
mentioned as having  
regular or occasional sections  
on 16mm films.

## PERIODICALS INDEX

<b>Adult Education, Adult Education Assn. of the U.S.A.</b>	1
<b>Adult Leadership, Adult Education Assn. of the U.S.A.</b>	1
<b>The Advance, Amalgamated Clothing Workers of America</b>	3
<b>Agricultural Leaders' Digest, Farm Film Foundation</b>	73
<b>The American Cattle Producer, American National Cattlemen's Assn.</b>	28
<b>American Journal of Nursing, American Nurses' Assn.</b>	32
<b>American Judaism, Union of American Hebrew Congregations</b>	138
<b>Audio-Visual Communication Review, Department of Audio- Visual Instruction, National Education Assn.</b>	69
<b>Bulletin of the National Assn. of Food Chains, National Assn. of Food Chains</b>	95
<b>The Camp Fire Girl, Camp Fire Girls</b>	49
<b>Canadian Film News, Canadian Film Institute</b>	51
<b>Canadian Newsreel, Canadian Film Institute</b>	51
<b>Christian Stewardship Bulletin, United Lutheran Church in America</b>	141
<b>The Cinema 16 Film Notes, Cinema 16</b>	56
<b>Conference Bulletin, National Conference of Social Work</b>	105
<b>Country Gentleman, Farm Film Foundation</b>	73
<b>Educational Screen, Department of Audio-Visual Instruction, National Education Assn.</b>	69
<b>EFLA Bulletin, Educational Film Library Assn.</b>	71
<b>Farm Journal, Farm Film Foundation</b>	73
<b>Fertilizer News, National Fertilizer Assn.</b>	118
<b>Film Review Digest, Educational Film Library Assn.</b>	71
<b>Food for Thought, Canadian Assn. for Adult Education</b>	50
<b>Green Sheet, The American Jewish Committee</b>	20
<b>Headline Series, Foreign Policy Assn.</b>	79
<b>Home Safety Review, National Safety Council</b>	123
<b>Hospitals, American Hospital Assn.</b>	18
<b>Independent Woman, National Federation of Business and Professional Women's Clubs</b>	116
<b>International Journal, National Council of the Churches of Christ, Division of Christian Education</b>	109
<b>Jewish Audio-Visual Review, National Council on Jewish Audio-Visual Materials</b>	112
<b>Jewish National Fund</b>	89
<b>National Jewish Welfare Board</b>	121
<b>The Jewish Teacher, Union of American Hebrew Congregations</b>	138

# PERIODICALS INDEX

<b>Journal of the American Assn. for Health, Physical Education, and Recreation, American Assn. for Health, Physical Education, and Recreation</b>	5
<b>Journal of the American Dental Assn., American Dental Assn.</b>	11
<b>The Journal of the American Medical Assn., American Medical Assn.</b>	27
<b>Journal of the Correctional Education Assn., Correctional Education Assn.</b>	66
<b>Journal of Dental Education, American Dental Assn.</b>	11
<b>Journal of Medical Education, Assn. of American Medical Colleges</b>	41
<b>Journal of the University Film Producers Assn., University Film Producers Assn.</b>	144
<b>Labor Education Guide, American Labor Education Service</b>	23
<b>Literature-Film Bulletin, The Cooperative League of U.S.A.</b>	64
<b>LLM News Letter, United Lutheran Church in America</b>	141
<b>Lutheran World Action Bulletin, Lutheran World Action, National Lutheran Council</b>	91
<b>Monthly Evaluation Bulletin, National Council of the Churches of Christ</b>	109
<b>Monthly Guide, Camp Fire Girls</b>	49
<b>Motion Picture Bulletin for Business Executives, National Assn. of Manufacturers of the U.S.A.</b>	96
<b>MPD News Bulletin, Photographic Society of America</b>	131
<b>Music Clubs Magazine, National Federation of Music Clubs</b>	117
<b>The National Fertilizer Review, National Fertilizer Assn.</b>	118
<b>National Grange Monthly, Farm Film Foundation</b>	73
<b>The National Lutheran, Lutheran World Action, National Lutheran Council</b>	91
<b>National Parent-Teacher, National Congress of Parents and Teachers</b>	106
<b>National Safety News, National Safety Council</b>	123
<b>NAVA News, National Audio-Visual Assn.</b>	98
<b>Newsletter of the Congregational Christian Churches, Congregational Christian Churches</b>	61
<b>Newsletter of the National Council of the Churches of Christ, National Council of Churches of Christ</b>	109
<b>Newsletter of the National Jewish Welfare Board, National Jewish Welfare Board</b>	121
<b>News Letter of the Workers' Education Bureau, American Federation of Labor</b>	14

## PERIODICALS INDEX

<b>NTA Bulletin, National Tuberculosis Assn.</b>	126
<b>NTA News Letter, National Tuberculosis Assn.</b>	126
<b>Nursing Outlook, National League for Nursing</b>	32
<b>Plant Food Journal, American Plant Food Council</b>	34
<b>Presbyterian Life, Presbyterian Church in the U.S.A., Department of Stewardship and Promotion</b>	133
<b>Program Notes and Leads, American Jewish Congress</b>	21
<b>PSA Journal, Photographic Society of America</b>	131
<b>Public Safety, National Safety Council</b>	123
<b>QST, American Radio Relay League</b>	35
<b>Recreation, National Recreation Assn.</b>	122
<b>Reel News, Amalgamated Clothing Workers of America</b>	3
<b>RUSHES, Film Council of America</b>	75
<b>Safety Education, National Safety Council</b>	123
<b>Safety Film News, Assn. of Casualty and Surety Companies</b>	43
<b>The Soybean Digest, American Soybean Assn.</b>	37
<b>Travel, U.S.A., National Assn. of Travel Organizations</b>	98
<b>Unbiased Opinions, The American Jewish Committee</b>	20
<b>USLTA Service Bulletin, U.S. Lawn Tennis Assn.</b>	144
<b>Vanguard, Presbyterian Church in the U.S.A., Board of Christian Education</b>	132

## **PERSONNEL INDEX**

provides a list  
of the people mentioned  
in the guide.

## PERSONNEL INDEX

<b>Abouchar, Emily</b> , International Society for the Welfare of Cripples	88
<b>Acton, Norman</b> , International Society for the Welfare of Cripples	88
<b>Adams, Arthur S.</b> , American Council on Education	10
<b>Adamson, Gordon</b> , Canadian Film Institute	51
<b>Albright, Roger</b> , Teaching Film Custodians	135
<b>Allison, Mary L.</b> , Educational Film Library Assn.	71
<b>Alter, Forrest</b> , Film Council of America	75
<b>Anderson, E. Robert</b> , American Bottlers of Carbonated Beverages	8
<b>Appel, Florence</b> , National Assn. of Manufacturers	96
<b>Appel, Kenneth</b> , Mental Health Film Board	93
<b>Apperson, Mrs. George</b> , The Country Women's Council, U.S.A.	68
<b>Bagwell, Rosemary</b> , Chamber of Commerce of the U.S.	53
<b>Baker, Edwin S.</b> , U.S. Lawn Tennis Assn.	144
<b>Baker, Frank K.</b> , American Bowling Congress	8
<b>Baker, John H.</b> , National Audubon Society	100
<b>Bank, Theodore P.</b> , The Athletic Institute	45
<b>Barrow, Raymond H.</b> , National Foundation for Infantile Paralysis	119
<b>Barts, Norma</b> , Film Council of America	75
<b>Baumgartner, Leona</b> , Mental Health Film Board	93
<b>Beall, Hayes</b> , The Cooperative League of U.S.A.	64
<b>Beaver, Farrell</b> , Communications Workers of America	58
<b>Beebe, Leo C.</b> , Industrial Audio-Visual Assn.	86
<b>Beirne, Joseph A.</b> , Communications Workers of America	58
<b>Bell, Mrs. John</b> , The Country Women's Council, U.S.A.	68
<b>Bell, Reginald</b> , American Council on Education	10
<b>Bennett, Mrs. C. Dana</b> , The Farm Film Foundation	73
<b>Benoit-Levy, Jean</b> , Franco-American Audio-Visual Distribution Center	80
<b>Best, Ella</b> , American Nurses' Assn.	32
<b>Bickerton, Ann</b> , Advertising Federation of America	2
<b>Binger, Carl</b> , Mental Health Film Board	93
<b>Bingham, Arthur W., Jr.</b> , The Grenfell Assn. of America	84
<b>Bishop, James H.</b> , U.S. Lawn Tennis Assn.	144
<b>Blair, Patricia</b> , Educational Film Library Assn.	71
<b>Blanchard, Ralph H.</b> , Community Chests and Councils of America	59
<b>Blum, Robert</b> , Committee for Free Asia	57
<b>Bondy, Robert E.</b> , National Social Welfare Assembly	124
<b>Booth, Arch N.</b> , Chamber of Commerce of the U.S.	53
<b>Borton, Elon G.</b> , Advertising Federation of America	2

## PERSONNEL INDEX

<b>Bossemeyer, James L.,</b> National Assn. of Travel Organizations	98
<b>Bottomly, Ruth A.,</b> National Congress of Parents and Teachers	106
<b>Bowers, Rachel,</b> National Council of the Churches of Christ, Broadcasting and Film Commission	107
<b>Bowles, Suzanne,</b> National Council of the Churches of Christ, Division of Christian Education	109
<b>Bradford, Leland P.,</b> National Training Laboratory in Group Development	125
<b>Bragdon, Helen D.,</b> American Assn. of University Women	7
<b>Braslin, John E.,</b> Teaching Film Custodians	135
<b>Brown, G. Stewart,</b> Oil Industry Information Committee of the American Petroleum Institute	128
<b>Brown, Karline,</b> American Library Assn.	25
<b>Brunauer, Esther C.,</b> Film Council of America	75
<b>Buchanan, D. W.,</b> Canadian Film Institute	51
<b>Budlong, A. L.,</b> American Radio Relay League	35
<b>Bugbee, George,</b> American Hospital Assn.	18
<b>Bunker, Ellsworth,</b> American National Red Cross	30
<b>Bunting, Earl,</b> National Assn. of Manufacturers	96
<b>Burch, Glen,</b> Film Council of America	75
<b>Burdett, James H.,</b> National Garden Bureau	120
<b>Bushong, Charles,</b> Foreign Policy Assn.	79
<b>Butler, Arthur C.,</b> National Highway Users Conference	120
<b>Byers, Arthur M.,</b> Presbyterian Church in the U.S.A., Department of Stewardship and Promotion	133
<b>Byers, Sam J.,</b> Laundry Workers' International Union	90
<b>Calkins, Robert D.,</b> The Brookings Institution	48
<b>Carduner, Doris,</b> Girl Scouts of the U.S.A.	81
<b>Carman, Herbert,</b> American National Red Cross	30
<b>Carr, William G.,</b> National Education Assn.	114
<b>Carskadon, Thomas R.,</b> The Twentieth Century Fund	137
<b>Carter, J. Margaret,</b> Film Council of America	75
<b>Catlin, Yates,</b> The American Waterways Operators	38
<b>Chalmers, Gordon Keith,</b> Franco-American Audio-Visual Distribution Center	80
<b>Chalmers, Ruth,</b> Committee for World Development and World Disarmament, Jane Addams Peace Assn.	58
<b>Clark, Margaret Logan,</b> Young Women's Christian Assn., National Board	146
<b>Clay, D. E.,</b> Correctional Education Assn.	66
<b>Clift, David H.,</b> American Library Assn.	25

## PERSONNEL INDEX

Clinchy, Everett R., National Conference of Christians and Jews	103
Cobie, Delmar C., American Soybean Assn.	37
Cohen, Lillian, National Conference of Christians and Jews	103
Coit, Eleanor G., American Labor Education Service	23
Coleman, Marie L., Assn. of American Medical Colleges	41
Coleman, Russell, National Fertilizer Assn.	118
Connell, Arthur J., The American Legion	23
Connors, John D., American Federation of Labor	14
Corey, Stephen, Film Council of America	75
Cornfield, Ruth, Franco-American Audio-Visual Distribution Center	80
Cory, Patricia Blair, American Library Assn.	25
Coyle, Douglas J., U.S. Lawn Tennis Assn.	144
Coyne, Robert W., Council of Motion Picture Organizations	67
Craney, Marion J., The American Legion	23
Creer, Ralph P., American Medical Assn.	27
Crosby, Edwin L., American Hospital Assn.	18
Culver, F. A., National Tuberculosis Assn.	126
Cunningham, Morrison B., American Water Works Assn.	38
Dearborn, Ned H., National Safety Council	123
Denard, Ann W., American Unitarian Assn., Division of Education	37
Desborough, Alma H., The Needlework Guild of America	127
Dewhurst, J. Frederic, The Twentieth Century Fund	137
Disraeli, Robert, The American Jewish Committee	20
Dolan, Eleanor, American Assn. of University Women	7
Dubinsky, David, International Ladies' Garment Workers' Union	87
Dudley, Henry H., The American Legion	23
Ebersole, A. L., National Bowling Council	103
Eisendrath, Maurice N., Union of American Hebrew Congregations	138
Eller, Wendell, National Council of the Churches of Christ, Division of Christian Education	109
Ellis, Jack, Film Council of America	75
Empie, Paul C., Lutheran World Action, National Lutheran Council	91
Endress, Henry, United Lutheran Church in America	141
Engle, Robert H., National Fertilizer Assn.	118
Epstein, Benjamin R., Anti-Defamation League of B'nai B'rith	39
Fan, Florence, Department of Audio-Visual Instruction, National Education Assn.	69
Farmer, Herbert E., University Film Producers Assn.	144
Ferguson, Alexander B., National Council of the Churches of Christ, Broadcasting and Film Commission Congregational Christian Churches	107 61

# PERSONNEL INDEX

<b>Ferreira, Margaret B.,</b> Girls' Friendly Society	83
<b>Fillmore, Anna,</b> National League for Nursing	32
<b>Fisher, Mendel N.,</b> Jewish National Fund	89
<b>Flory, Elizabeth H.,</b> Educational Film Library Assn.	71
<b>Flory, John,</b> Assn. of National Advertisers	44
<b>Foster, Carl B.,</b> Chamber of Commerce of the U.S.	53
<b>Foster, J. Edwin,</b> Assn. of American Medical Colleges	41
<b>Freeman, Samuel D.,</b> National Jewish Welfare Board	121
<b>Friedman, Kathryn,</b> Union of American Hebrew Congregations	138
<b>Friedrich, John A.,</b> American Assn. for Health, Physical Education, and Recreation	5
<b>Gamoran, Emanuel,</b> Union of American Hebrew Congregations	138
<b>Gangian, Harry,</b> National Assn. of Manufacturers	96
<b>Garman, Willard H.,</b> American Plant Food Council	34
<b>Gershovitz, Samuel D.,</b> National Jewish Welfare Board	121
<b>Gildersleeve, Virginia,</b> Franco-American Audio-Visual Distribution Center	80
<b>Giordano, Gus,</b> Film Council of America	75
<b>Glaubman, Maury J.,</b> Anti-Defamation League of B'nai B'rith	39
<b>Goelman, Jack,</b> Cinema 16	56
<b>Good, Paul H.,</b> Chamber of Commerce of the U.S.	53
<b>Govil, Hari G.,</b> India Society of America	85
<b>Grand, Samuel,</b> Union of American Hebrew Congregations	138
<b>Gray, Harold,</b> National Highway Users Conference	120
<b>Greene, Robert S.,</b> Outboard Boating Club of America	129
<b>Greenstein, Joseph,</b> Jewish National Fund	89
<b>Griscom, Ludlow,</b> National Audubon Society	100
<b>Guedenet, Pierre,</b> Franco-American Audio-Visual Distribution Center	80
<b>Guernsey, George,</b> Amalgamated Clothing Workers of America Congress of Industrial Organizations	3 62
<b>Guggedahl, Albert,</b> Feed Institute	75
<b>Hager, Louisa Wilson,</b> Young Women's Christian Assn., National Board	146
<b>Hale, Carol,</b> Girl Scouts of the U.S.A.	81
<b>Hale, Hal H.,</b> American Assn. of State Highway Officials	6
<b>Hall, Radford,</b> American National Cattlemen's Assn.	28
<b>Hardy, Roy,</b> National Bowling Council	103
<b>Harriman, E. Roland,</b> American National Red Cross	30
<b>Harris, Betty,</b> National Council of the Churches of Christ, Division of Christian Education	109
<b>Hawkinson, J. T.,</b> Industrial Audio-Visual Assn.	86

## PERSONNEL INDEX

Heath, Adaline E., Goodwill Industries of America	84
Heidgerken, Loretta, Educational Film Library Assn.	71
Heinig, Christine, American Assn. of University Women	7
Hemsing, Al, Amalgamated Clothing Workers of America	3
Henry, Robert S., Assn. of American Railroads	43
Henson, Francis A., United Automobile Workers of America	139
Hicks, Gordon T., U.S. Junior Chamber of Commerce	143
Hicks, Orton H., U.S. Lawn Tennis Assn.	144
Hillenbrand, Harold, American Dental Assn.	11
Hoban, Charles F., American Council on Education	10
Hodgin, Caroline, American Federation of Labor	14
Hoffer, Joe R., National Conference of Social Work	105
Horwitz, John, National Conference of Social Work	105
Hoskins, Lewis M., American Friends Service Committee	16
Housewright, Vernon A., Retail Clerks International Assn.	134
Hughes, Guy W., Outboard Boating Club of America	129
Hult, Milton, National Dairy Council	113
Hunter, Mrs. Warren C., Camp Fire Girls	49
Hyer, Anne, Department of Audio-Visual Instruction, National Education Assn.	69
Hyland, Catherine, Girl Scouts of the U.S.A.	81
Insera, Bob, The Athletic Institute	45
Irwin, Helen H., National Federation of Business and Professional Women's Clubs	116
Jacoby, Alberta, Mental Health Film Board	93
Jaffa, Herbert, Anti-Defamation League of B'nai B'rith	39
Jones, Emily S., Educational Film Library Assn.	71
Jordan, Harry E., American Water Works Assn.	38
Kaplan, A. D. H., The Brookings Institution	48
Kaufman, M. Ralph, Mental Health Film Board	93
Keller, James, The Christophers	55
Kidd, J. R., Canadian Assn. for Adult Education	50
Educational Film Library Assn.	71
Kitching, Jessie B., Educational Film Library Assn.	71
Korab, Harry, American Bottlers of Carbonated Beverages	8
Korman, Eleanore, Camp Fire Girls	49
Kovalchik, Patricia, Girl Scouts of the U.S.A.	81
Knaster, Ira H., Community Chests and Councils of America	59
Knoff, Gerald E., National Council of the Churches of Christ, Division of Christian Education	109
Knowles, Malcolm S., Adult Education Assn.	1
Kuebler, Ernest W., American Unitarian Assn., Division of Education	37

# PERSONNEL INDEX

<b>Kushino, June</b> , National Council of the Churches of Christ, Division of Christian Education	109
<b>Kutch, Joseph</b> , Transport Workers Union of America	136
<b>Lahey, Edward V.</b> , United States Brewers Foundation	142
<b>Lake, Helene</b> , United States Junior Chamber of Commerce	143
<b>Lamb, George N.</b> , Mahogany Assn.	92
<b>Larson, L. C.</b> , Educational Film Library Assn.	71
<b>Leonard, J. Paul</b> , American Council on Education	10
<b>Lessard, Eleanor</b> , National Training Laboratory in Group Development	125
<b>Leveridge, Leo L.</b> , Assn. of American Medical Colleges	41
<b>Levin, Helaine S.</b> , American Dental Assn.	11
<b>Lewis, Joyce-Anne</b> , Amalgamated Clothing Workers of America	3
<b>Lichtman, Al</b> , Council of Motion Picture Organizations	67
<b>Lifson, S. S.</b> , National Tuberculosis Assn.	126
<b>Liggett, Lyle</b> , American National Cattlemen's Assn.	28
<b>Linden, Kathryn</b> , American Nurses' Assn.	32
<b>Lipton, May</b> , National Foundation for Infantile Paralysis	119
<b>Lleras, Alberto</b> , Pan American Union	130
<b>Logan, John A.</b> , National Assn. of Food Chains	95
<b>London, Howard J.</b> , National Foundation for Infantile Paralysis	119
<b>Lovell, Ellen</b> , National Tuberculosis Assn.	126
<b>Lucas, Colin</b> , Film Council of America	75
<b>Luger, Norton M.</b> , Assn. of American Medical Colleges	41
<b>Lull, George F.</b> , American Medical Assn.	27
<b>McCallister, Ralph</b> , Chautauqua Institution	55
<b>McCarthy, Charles E.</b> , Council of Motion Picture Organizations	67
<b>McCullough, Marjorie</b> , Film Council of America	75
<b>McDonald, Gerald D.</b> , American Library Assn.	25
<b>McIntosh, J. Stanley</b> , Teaching Film Custodians	135
<b>McPherson, J. J.</b> , Dept. of Audio-Visual Instruction, National Education Assn.	69
<b>Mack, S. Franklin</b> , National Council of the Churches of Christ, Broadcasting and Film Commission	107
<b>Macy, Edith W.</b> , Young Women's Christian Assn., National Board	146
<b>Mahon, Mrs. Stephen K.</b> , Girls' Friendly Society, U.S.A.	83
<b>Mallinger, Edward D.</b> , Oil Industry Information Committee of the American Petroleum Institute	128
<b>Mannino, Phillip</b> , Educational Film Library Assn.	71
<b>Martin, Byron E.</b> , Amateur Softball Assn. of America	5
<b>Martin, W. Burton</b> , Presbyterian Church in the U.S.A., Department of Stewardship and Promotion	133

## PERSONNEL INDEX

<b>May, Mark A.,</b> Teaching Film Custodians	135
<b>Mayersohn, Rhoda,</b> National Audubon Society	100
<b>Meigs, Beatrice,</b> Girl Scouts of the U.S.A.	81
<b>Miller, Ada Holding,</b> National Federation of Music Clubs	117
<b>Miller, Harold B.,</b> Oil Industry Information Committee of the American Petroleum Institute	128
<b>Millgate, Irvine H.,</b> Boy Scouts of America	46
<b>Milliken, Carl E.,</b> Teaching Film Custodians	135
<b>Mollin, F. E.,</b> American National Cattlemen's Assn.	28
<b>Montgomery, Frances C.,</b> Film Council of America	75
<b>Moriwaki, Frances,</b> National Council of the Churches of Christ, Division of Christian Education	109
<b>Morley, Agnes M.,</b> Committee for World Development and World Disarmament, Jane Addams Peace Assn.	58
<b>Morse, Robert T.,</b> Mental Health Film Board	93
<b>Muller, Jane W.,</b> American Gas Assn.	17
<b>Musselman, Virginia,</b> National Recreation Assn.	122
<b>Nason, John W.,</b> Foreign Policy Assn.	79
<b>Nichtenhauser, Adolf,</b> Assn. of American Medical Colleges	41
<b>Noel, Elizabeth Goudy,</b> American Council on Education	10
<b>Noel, Francis W.,</b> American Council on Education	10
<b>Noone, Tom,</b> Film Council of America	75
<b>Oaks, L. Robert,</b> National Assn. of Manufacturers	96
<b>O'Connell, Virginia,</b> Girl Scouts of the U.S.A.	81
<b>O'Connor, Basil,</b> National Foundation for Infantile Paralysis	119
<b>Orgill, James,</b> Community Chests and Councils of America	59
<b>Osgood, Jean,</b> National Association of Food Chains	95
<b>Ostrow, Ann,</b> Cinema 16	56
<b>Ovens, Florence Jane,</b> National Kindergarten Assn.	122
<b>Patchin, Jeannette,</b> Young Women's Christian Assn., National Board	146
<b>Pate, Walter L.,</b> U.S. Lawn Tennis Assn.	144
<b>Payne, Paul C.,</b> Presbyterian Church in the U.S.A., Board of Christian Education	132
<b>Perkins, James E.,</b> National Tuberculosis Assn.	126
<b>Petegorsky, David W.,</b> American Jewish Congress	21
<b>Pinanski, Samuel,</b> Council of Motion Picture Organizations	67
<b>Pink, Louis H.,</b> United Housing Foundation	140
<b>Potofsky, Jacob S.,</b> Amalgamated Clothing Workers of America	3
<b>Prendergast, Joseph,</b> National Recreation Assn.	122
<b>Quill, Michael J.,</b> Transport Workers Union of America	136

Reagan, C. R., Film Council of America	75
Reed, Preston E., Financial Public Relations Assn.	79
Renard, G. A., National Assn. of Purchasing Agents	97
Reuther, Walter P., Congress of Industrial Organizations	62
Rhinow, Arthur W., National Council of the Churches of Christ, Broadcasting and Film Commission	107
Rinden, Arthur, Congregational Christian Churches	61
Robbins, Herman, Council of Motion Picture Organizations	67
Rodgers, William, Paper Stationery and Tablet Manufacturers Assn.	130
Rogoff, Marvin, International Ladies' Garment Workers' Union	87
Rogovin, Gerald, National Education Assn.	114
Rome, Howard P., Mental Health Film Board	93
Ross, Roy G., National Council of the Churches of Christ, Division of Christian Education	109
Rosser, Pearl, National Council of the Churches of Christ, Division of Christian Education	109
Rufsvold, Margaret I., American Library Assn.	25
Ruhe, David S., Assn. of American Medical Colleges	41
Runyon, Mefford R., American Cancer Society	9
Sarkisian, Jeanette A., Film Council of America	75
Saul, Leon, Mental Health Film Board	93
Saxe, Harold, Council of Motion Picture Organizations	67
Schafer, Roger, United Housing Foundation	140
Schatz, Julius, American Jewish Congress	21
Schoefield, Edward T., Educational Film Library Assn.	71
Schoolman, Albert P., National Council on Jewish Audio-Visual Materials	112
Schreiber, Sidney, Council of Motion Picture Organizations	67
Schuck, Arthur A., Boy Scouts of America	46
Seaton, Helen Hardt, American Council on Education	10
Seifert, Martin, Community Chests and Councils of America	59
Segnitz, Jane Ann, National Audubon Society	100
Sether, J. Wendell, National Board of Fire Underwriters	102
Shaffer, Rollin G., Lutheran World Action, National Lutheran Council	91
Sheats, Paul H., Adult Education Assn. of the U.S.A.	1
Shelly, Joseph H., Vegetable Growers Assn. of America	146
Shockney, Herbert S., Laundry Workers' International Union	90
Simons, Savilla Millis, Young Women's Christian Assn., National Board	146
Slawson, John, The American Jewish Committee	20

## PERSONNEL INDEX

<b>Slesinger, Zalmen</b> , National Council on Jewish Audio-Visual Materials	112
<b>Smallwood, Robert B.</b> , Tea Council	134
<b>Smiley, Dean F.</b> , Assn. of American Medical Colleges	41
<b>Snaper, Wilbur</b> , Council of Motion Picture Organizations	67
<b>Spaeth, Sigmund</b> , National Federation of Music Clubs	117
<b>Starr, Cecile</b> , Film Council of America	75
Mental Health Film Board	93
<b>Starr, Emil</b> , Amalgamated Clothing Workers of America	3
<b>Starr, Mark</b> , International Ladies' Garment Workers' Union	87
<b>Steinke, D. F.</b> , Industrial Audio-Visual Assn.	86
<b>Stevens, Eleanor</b> , American Friends Service Committee	16
<b>Stevenson, Grace T.</b> , American Library Assn.	25
<b>Storr, Carter</b> , Canadian Assn. for Adult Education	50
Educational Film Library Assn.	71
<b>Stratton, Dorothy C.</b> , Girl Scouts of the U.S.A.	81
<b>Strayer, George M.</b> , American Soybean Assn.	37
<b>Sullivan, Mary</b> , The Christophers	55
<b>Sutter, Clifford S.</b> , U.S. Lawn Tennis Assn.	144
<b>Swann, Erwin</b> , Mental Health Film Board	93
<b>Taylor, Bent</b> , United Defense Fund	59
<b>Thomas, Ralph</b> , AAA Foundation for Traffic Safety	1
<b>Thompson, Chester C.</b> , The American Waterways Operators	38
<b>Thomson, Charles A. H.</b> , The Brookings Institution	48
<b>Thorne, Frederick R.</b> , Presbyterian Church in the U.S.A., Department of Stewardship and Promotion	133
<b>Thorpe, Robert B.</b> , American Cancer Society	9
<b>Tollefson, H. A.</b> , Film Council of America	75
<b>Torrop, Hilda M.</b> , National Assn. for Practical Nurse Education	95
<b>Toubin, Isaac</b> , American Jewish Congress	21
<b>Towson, A. Lee</b> , Vegetable Growers Assn. of America	146
<b>Trevethan, Percy J.</b> , Goodwill Industries of America	84
<b>Troester, Carl A., Jr.</b> , American Assn. for Health, Physical Education, and Recreation	5
<b>Truitt, Paul T.</b> , American Plant Food Council	34
<b>Trumble, E. F.</b> , U.S. Junior Chamber of Commerce	143
<b>Urann, Marcus L.</b> , National Cranberry Assn.	112
<b>Van Dyke, Willard</b> , Foreign Policy Assn.	79
<b>Vincent, Lewis A.</b> , National Board of Fire Underwriters	102
<b>Vogel, Amos</b> , Cinema 16	56
<b>Vogel, Marcia</b> , Cinema 16	56

**PERSONNEL INDEX**

<b>Voorhis, Jerry, The Cooperative League of U.S.A.</b>	<b>64</b>
<b>Wagner, Paul A., Film Council of America</b>	<b>75</b>
<b>Washburn, Donald, American Dental Assn.</b>	<b>11</b>
<b>Washburn, Lester, United Automobile Workers of America</b>	<b>139</b>
<b>Weber, Henry, Community Chests and Councils of America</b>	<b>59</b>
<b>Weinstock, Harry I., Mental Health Film Board</b>	<b>93</b>
<b>Weintraub, Henry J., Assn. of American Medical Colleges</b>	<b>41</b>
<b>Welch, Mary Catherine, Department of Audio-Visual Instruction, National Education Assn.</b>	<b>69</b>
<b>West, Paul B., Assn. of National Advertisers</b>	<b>44</b>
<b>White, Don, National Audio-Visual Assn.</b>	<b>98</b>
<b>White, Ellen, American Radio Relay League</b>	<b>35</b>
<b>White, Thurman, Film Council of America</b>	<b>75</b>
<b>Wieting, Fred, National Tuberculosis Assn.</b>	<b>126</b>
<b>Willis, George, Film Council of America</b>	<b>75</b>
<b>Wilson, Bonnie, American National Cattlemen's Assn.</b>	<b>28</b>
<b>Wilson, Louis H., American Plant Food Council</b>	<b>34</b>
<b>Wolf, H. Carl, American Gas Assn.</b>	<b>17</b>
<b>Wolmer, Helen, International Ladies' Garment Workers' Union</b>	<b>87</b>
<b>Wright, Randolph, Jr., Photographic Society of America</b>	<b>131</b>
<b>Yast, Helen T., American Hospital Assn.</b>	<b>18</b>

## **GEOGRAPHIC INDEX**

lists the headquarters  
location of each organization.

## GEOGRAPHIC INDEX

### **BOSTON, MASSACHUSETTS**

American Unitarian Assn.

### **CHAUTAUQUA, NEW YORK**

Chautauqua Institution

### **CHICAGO, ILLINOIS**

Adult Education Assn.

American Dental Assn.

American Hospital Assn.

American Library Assn.

American Medical Assn.

Assn. of American Medical  
Colleges

Athletic Institute

Cooperative League

Financial Public Relations Assn.

Industrial Audio-Visual Assn.

Mahogany Assn.

National Congress of Parents  
and Teachers

National Council of the  
Churches of Christ, Dept. of  
Audio-Visual and Radio  
Education

National Dairy Council

National Garden Bureau

National Safety Council

Outboard Boating Club

### **COLUMBUS, OHIO**

National Conference of Social  
Work

Vegetable Growers Assn. of  
America

### **DENVER, COLORADO**

American National Cattlemen's  
Assn.

### **DES MOINES, IOWA**

Feed Institute

### **EVANSTON, ILLINOIS**

Film Council of America

National Audio-Visual Assn.

### **HANSON, MASSACHUSETTS**

National Cranberry Assn.

### **HUDSON, IOWA**

American Soybean Assn.

### **INDIANAPOLIS, INDIANA**

American Legion

Laundry Workers Intern. Union

### **LAFAYETTE, INDIANA**

Retail Clerks Intern. Assn.

### **LOS ANGELES, CALIFORNIA**

University Film Producers Assn.

### **MILWAUKEE, WISCONSIN**

American Bowling Congress

United Automobile Workers

### **NEWARK, NEW JERSEY**

Amateur Softball Assn.

### **NEW YORK, NEW YORK**

Advertising Federation of  
America

Amalgamated Clothing Workers  
of America

American Cancer Society

American Gas Assn.

American Jewish Committee

American Jewish Congress

American Labor Education  
Service

American Nurses' Assn.

American Water Works Assn.

Anti-Defamation League

Assn. of Casualty and Surety  
Companies

Assn. of National Advertisers

Boy Scouts of America

Camp Fire Girls

The Christophers

Cinema 16

Committee for World  
Development

Communications Workers of  
America

## **GEOGRAPHIC INDEX**

### **New York (Continued)**

Community Chests and Councils  
of America  
Congregational Christian  
Churches  
Correctional Education Assn.  
Council of Motion Picture  
Organizations  
Educational Film Library Assn.  
Foreign Policy Assn.  
Franco-American Audio-Visual  
Distribution Center  
Girl Scouts of the U.S.A.  
Girl's Friendly Society  
Grenfell Assn. of America  
India Society of America  
International Ladies' Garment  
Workers' Union  
International Society for the  
Welfare of Cripples  
Jewish National Fund  
Lutheran World Action  
Mental Health Film Board  
National Assn. for Practical  
Nurse Education  
National Assn. of Manufacturers  
National Assn. of Purchasing  
Agents  
National Audubon Society  
National Board of Fire  
Underwriters  
National Conference of  
Christians and Jews  
National Council of the  
Churches of Christ, Broadcast-  
ing and Film Commission  
National Council of the  
Churches of Christ, Dept. of  
Audio-Visual and Radio Edu-  
cation  
National Council on Jewish  
Audio-Visual Materials

National Federation of Business  
and Professional Women's  
Clubs  
National Fedn. of Music Clubs  
National Foundation for  
Infantile Paralysis  
National Jewish Welfare Board  
National Kindergarten Assn.  
National League for Nursing  
National Recreation Assn.  
National Social Welfare  
Assembly  
National Tuberculosis Assn.  
Oil Industry Information  
Committee of the American  
Petroleum Institute  
Paper Stationery and Tablet  
Manufacturers Assn.  
Tea Council  
Teaching Film Custodians  
Transport Workers Union  
Twentieth Century Fund  
Union of American Hebrew  
Congregations  
United Defense Fund  
United Housing Foundation  
United Lutheran Church in  
America  
United States Brewers  
Foundation  
United States Lawn Tennis Assn.  
Young Women's Christian Assn.

### **PHILADELPHIA, PENNSYLVANIA**

American Friends Service  
Committee  
Country Women's Council  
Needlework Guild of America  
Photographic Society of America  
Presbyterian Church in the  
U.S.A., Dept. of Stewardship  
and Promotion

## GEOGRAPHIC INDEX

Presbyterian Church in the  
U.S.A., Board of Christian  
Education

### **SAN FRANCISCO, CALIFORNIA**

Committee for Free Asia

### **TULSA, OKLAHOMA**

United States Junior Chamber  
of Commerce

### **WASHINGTON, D.C.**

AAA Foundation for Traffic  
Safety

American Assn. for Health,  
Physical Education, and  
Recreation

American Assn. of State  
Highway Officials

American Assn. of University  
Women

American Bottlers of  
Carbonated Beverages

American Council on Education

American Federation of Labor

American National Red Cross

American Plant Food Council

American Waterways Operators

Assn. of American Railroads

Brookings Institution

Chamber of Commerce of the  
U.S.

Congress of Industrial  
Organizations

Department of Audio-Visual  
Instruction

Farm Film Foundation

Goodwill Industries of America

National Assn. of Food Chains

National Assn. of Travel  
Organizations

National Bowling Council

National Education Assn.

National Fertilizer Assn.

National Highway Users  
Conference

National Training Laboratory  
in Group Development

Pan American Union

### **WEST HARTFORD, CONNECTICUT**

American Radio Relay League

### **CANADA**

Canadian Assn. for Adult  
Education

Canadian Film Institute

## **ASSOCIATIONS**

## **AAA FOUNDATION FOR TRAFFIC SAFETY**

*President, RALPH THOMAS*

1712 G Street N.W.  
Washington 6, D.C.

MEtropolitan 8-4000  
Founded 1948

### **ACTIVITIES:**

The AAA Foundation for Traffic Safety has produced three 16mm traffic safety films, all of which are available in color or black-and-white. Another film is in production for release in 1954.

### **PERSONNEL:**

A committee of traffic safety specialists of the Traffic Engineering and Safety Department of the American Automobile Association gives technical assistance to the film producers in behalf of the AAA Foundation for Traffic Safety.

### **FINANCING:**

The Foundation is supported largely by contributions from AAA automobile and motor clubs and by individuals.

Films are sold at actual cost of the prints, with the Foundation absorbing all production costs.

## **ADULT EDUCATION ASSOCIATION OF THE U.S.A. (AEA-USA)**

*President, PAUL H. SHEATS*

*Administrative Coordinator, MALCOLM S. KNOWLES*

743 North Wabash Avenue  
Chicago 11, Illinois

MOhawk 4-6106

*Members:* About 3,500 individuals—professional adult educators, groups and organizational workers, and community leaders; and about 300 local, state, and national member organizations

### **AIM:**

Although the Association has no direct film services, it aims to encourage the use of films in adult education through frequent articles about the use of films in its publications, "Adult Leadership" and "Adult Education," and through recommending films as program materials in its many consultative and planning relationships with other organizations and with affiliated local and regional groups.

### **PUBLICATIONS:**

"Adult Leadership," AEA monthly, frequently lists films of particular interest to adult groups and leaders. Circulation about 14,000. \$4.00 per year

### **MEETINGS:**

AEA provides opportunities for related groups to show films at special meetings, and to display literature regarding their films or film services. It holds a national conference in October or November each year, and sponsors various state and regional conferences.

## *Adult Education Assn. of U.S.A.*

### **FINANCING:**

The Association is financed by membership dues and by foundation grants.

### **FORECAST:**

AEA is planning to investigate in the very near future the possibility of running an adult film page in "Adult Leadership," in which films and other audio-visual materials would be more extensively reviewed by a panel of persons qualified to view and evaluate audio-visual releases.

## **ADVERTISING FEDERATION OF AMERICA (AFA)**

*President and General Manager, ELON G. BORTON*

330 West 42nd Street  
New York 36, New York

BRyant 9-0430

*Members:* About 30,000, composed of local advertising clubs, national groups representing special interests in advertising, as well as sustaining members in industry and business

### **FILM SERVICE of the Bureau of Research and Education**

#### **AIM:**

To act as a clearing house on information about films for the field; to review films on advertising and its related fields; to develop vocational guidance and professional material; to cooperate with and act as technical advisers to film producers.

#### **ACTIVITIES:**

*Distribution:* AFA purchases and distributes films on a free-loan basis. A catalog of 44 films will be sent on request to member clubs and interested film users throughout the United States. The Service also distributes a vocational guidance filmstrip produced by a member club.

*Utilization:* A consultant service in the selection and use of films is provided.

#### **PERSONNEL:**

The Service is conducted as a part of the Bureau of Research and Education, which draws upon all department heads of AFA. Requests are referred to Ann Bickerton of the Bureau.

#### **MEETINGS:**

Films are shown at annual meetings of AFA and member groups when program indicates value and need.

#### **FINANCING:**

AFA is financed by membership dues. Film Service expense is included in an over-all budget. The film library is not self-sustaining and is maintained as a service to the vocational field and the field of advertising.

#### **HISTORY:**

The Film Service program was organized by AFA in 1928. The

basic purpose of the service is to find films most helpful to the field and to assist in the planning of programs.

**FORECAST:**

AFA anticipates a continued service to users in the fields named; to cooperate with other associations in the promotion and distribution of approved films; to act as technical consultants in the production of films dealing with the subject of advertising. The Film Service will continue to act as a medium in securing and distributing information on the latest and best films for users.

## **AMALGAMATED CLOTHING WORKERS OF AMERICA, CIO (ACWA)**

*General President, JACOB S. POTOFSKY*

15 Union Square  
New York 3, New York

ALgonquin 5-7800  
Founded 1914

*Members: 400,000 members in the United States  
and in Canada*

**FILM DIVISION, National Education Department:**

*National Education Director: Emil Starr*

*In Charge of Film Division: Joyce-Anne Lewis*

**AIM:**

To establish a 16mm film library of films on trade union subjects as well as up-to-date films on political action, government and legislative issues, health, social security, farmer-labor problems, human relations, world affairs, leadership training; to distribute these films at rental cost to ACWA local unions and joint boards, other labor unions, and community groups, thus bringing current issues to union members in a vital and dramatic way in our workers' education program; to work with local unions and joint boards in setting up film programs and workshops; to help local unions purchase audio-visual equipment.

**ACTIVITIES:**

*Production:* Several films are currently in advance planning stages. These are designed for general information about the union to be used both with ACWA members and for public information.

*Distribution:* Two hundred films are available through the Film Library for rental to ACWA and other union groups as well as community, church, and school audiences. These films fall into 15 different categories, with special emphasis on social, economic, and political issues. The new catalog of films is available without charge to any interested film user.

*Utilization:* Local union leaders are trained in the selection of films, operation and maintenance of film equipment, and the carrying out of film-discussion programs.

## *Amalgamated Clothing Workers of America*

### **PUBLICATIONS:**

"The Advance," the official bimonthly publication of the union, carries film notes from time to time. Circ. 400,000

"Reel News" is sent out monthly to a special film mailing list.

Two leaflets have been distributed on the setting up of a film-discussion program.

### **PERSONNEL:**

Joyce-Anne Lewis has been in the field of workers' education for the past six years, working with the Institute of Industrial Relations at UCLA, the Greater Los Angeles CIO Council, and the National Education Department of the Amalgamated Clothing Workers of America, preparing materials for workers' education groups, teaching union classes, and administering political and community action programs. The Division has one full-time employee (out of an education staff of about 12 persons throughout the country). Important new films are usually reviewed by the entire education staff at quarterly meetings in the National Office.

### **MEETINGS:**

The work and program of the Film Division, as well as the program of the Education Department, are presented through reports at the biennial convention of the ACWA.

### **FINANCING:**

The small rental fee of \$2.00 per showing merely covers the cost of handling and mailing of films. Films are bought through the National Education Department of the ACWA according to program needs and the availability of new films.

### **HISTORY:**

The Film Division was started in 1948 as a joint project with the Textile Workers Union of America. At that time Al Hemsing, a specialist in 16mm education films, was put on the staff to establish a film library fitting the needs of the Education Departments both of the Textile Workers Union (CIO) and the Amalgamated Clothing Workers (CIO). All films were bought after review by a committee of the education directors of both unions, and on the advice and suggestions of George Guernsey, Associate Director in Charge of Education, CIO.

### **FORECAST:**

Our main problem in the Film Division is that too few films are being produced which, technically and educationally, are of a standard to fit into the education program of the union. We would be interested in seeing more production companies make documentary films which could be shown to adult audiences. Too many of the films in this field, at this time, have been made for public school social science classes, and we find that they are too academic in their presentation of material to be used for adult audiences of local unions. We would be interested in seeing local and regional film councils establish workshops for leaders in adult education

film programs, at which time new films could be discussed and new techniques for establishing meaningful film programs reviewed. We would also like to see wider community use of the films which are being made by national unions, both in the CIO and AFL.

## **AMATEUR SOFTBALL ASSOCIATION OF AMERICA (ASA)**

*Executive Secretary-Treasurer*, BYRON E. MARTIN

11 Hill Street, Suite 401  
Newark 2, New Jersey

MArket 3-6375  
FOunded 1933

*Members*: 92 state and metropolitan affiliated associations; 750,000 individuals

### **ACTIVITIES:**

The Association has produced a series of slidefilms which deal with the basic skills involved in playing softball, in step-by-step detail. All visual aids and publications are serviced through the National Office.

### **PERSONNEL:**

Byron E. Martin has had previous experience with visual aids in the field of recreation and as an instructor in the Army. There are five persons on the staff at the National Office.

### **MEETINGS:**

At the annual meetings of the Commissioners' Council, films are shown of the world tournaments. At this year's meeting, the slidefilm mentioned above will be reviewed.

### **FINANCING:**

The slidefilm was produced through the Athletic Institute, with the cooperation of the ASA, who furnished trained personnel at no cost. Distribution is financed through affiliation fees of the affiliated associations.

### **HISTORY:**

Experience has shown that slidefilms are best for teaching softball. They may be stopped at any point for discussion. Motion picture film proved to be too fast to show the necessary details.

### **FORECAST:**

We plan motion picture films for distribution, covering our world tournaments (men and women) both as an entertainment feature and to develop interest in softball. The plan has been discussed with major tv networks and film studios, both of whom were very much interested in an addition to their sports series.

## **AMERICAN ASSOCIATION FOR HEALTH, PHYSICAL EDUCATION, AND RECREATION (AAHPER)**

*Executive Secretary-Treasurer*, CARL A. TROESTER, JR.

1201 Sixteenth Street, N.W.  
Washington 6, D.C.

ADams 4-4855  
FOunded 1885

*American Assn. for Health, Physical Education, and Recreation*

*Members:* Approximately 20,000 professional educators: health and physical educators, recreation workers, school nurses and medical advisers, recreation and physical therapists, school administrators, staff members of voluntary agencies

**AUDIO-VISUAL COMMITTEE:**

*Chairman:* John A. Friedrich

**AIM:**

To provide members with information about recent film releases; to make suggestions on the use of audio-visual aids and materials; to distribute filmstrips on women's sports and loopfilms on such subjects as the Holger Nielson method of artificial respiration and sports teaching in the activity.

**ACTIVITIES:**

*Production:* At the present time no films are in production.

*Distribution:* Loopfilms and filmstrips on sports are distributed.

**PUBLICATIONS:**

"Journal of the American Association for Health, Physical Education, and Recreation," a monthly magazine, has an audio-visual materials column, occasional bibliographies of films in special areas, and film reviews. Circ. 22,000. \$5.00 per year

**PERSONNEL:**

No full-time personnel engaged in film activity. The chairman works with representatives from six national districts.

**MEETINGS:**

At the biennial national meeting, there is constant film showing. Films are selected and shown by a local committee appointed by the Convention Manager. At the annual district meetings (six) and the annual state meetings, film showings are arranged by local committees.

**FINANCING:**

Filmstrips and loopfilms are financed by their sale. Any other service is financed by the membership dues.

**HISTORY:**

There has been a visual aids service since 1937.

**FORECAST:**

It is hoped that it will be possible to produce a film on the physical education program in elementary and secondary schools.

## **AMERICAN ASSOCIATION OF STATE HIGHWAY OFFICIALS (AASHO)**

*Executive Secretary,* HAL H. HALE

917 National Press Building  
Washington 4, D.C.

NAtional 8-2438  
Founded 1914

*Members:* 52 departments: 48 State Highway Depts.; Bureau of Public Roads; Highway Dept., D. of C.; Terr. Highway Depts., Puerto Rico and Hawaii

**FILM LIBRARY**

**AIM:**

To assist member departments in promotional work; to encourage young engineers to enter the highway field; to aid in the exchange of ideas among departments.

**ACTIVITIES:**

The Association distributes from a library composed of films on loan from member departments. The films are made available, at transportation cost, to member departments and to the 140 colleges and universities maintained on the Association's faculty contact list.

**PERSONNEL:**

Film distribution is handled by the general office staff.

**FINANCING:**

The Association is financed through dues paid by member departments plus a small profit made on publications.

**HISTORY:**

The film activity of the Association was begun in 1952.

**FORECAST:**

With the limited number of films available, it is conceivable that a saturation point may be reached. Hence, additional films are being requested and several have been received. Films not requested by library users are returned to owners. Also, since operation is being carried on with only one copy of each film—which delays some bookings beyond the period of maximum utility—a need for additional copies of some films is indicated.

## **AMERICAN ASSOCIATION OF UNIVERSITY WOMEN (AAUW)**

*General Director,* HELEN D. BRAGDON

1634 Eye Street, N.W.  
Washington 6, D.C.

NAtional 8-5590  
FOunded 1881

*Members:* Over 120,000 graduates of approved colleges and universities

**ACTIVITIES:**

*Production:* AAUW has produced an occasional film, such as one on the national convention.

*Utilization:* The regular program-planning letter of the professional staff from time to time gives suggestions concerning appropriate films in each subject-matter field of study. Under the Social Studies Committee, selected mental health films have occasionally been cited in a mental health bibliography. AAUW members in at least ten states have shown interest in film evaluation, and some committees are quite active in this respect.

## *American Assn. of University Women*

### **PERSONNEL:**

Miss Christine Heinig, Associate in Childhood and Secondary Education, and Dr. Eleanor Dolan, Associate in Higher Education, are the members of the professional staff who concern themselves, in addition to other work, with film activities.

### **MEETINGS:**

Films are sometimes shown or recommended at national conventions and state division meetings, but only as a part of a general visual aid service, which includes tape recordings, records, and other materials.

### **HISTORY:**

No special date is on record for the beginning of interest on the part of our branches in film services, or of the beginning of services of our professional staff. However, a strong increase of interest, especially in the evaluation of moving pictures, has been evident in the last five years.

### **FORECAST:**

We predict that this interest in evaluation will continue to grow. We also expect an increase in the use of films by the branches.

## **AMERICAN BOTTLERS OF CARBONATED BEVERAGES**

*President, E. ROBERT ANDERSON*

1128 Sixteenth Street, N.W.

MEtropolitan 8-2757

Washington 6, D.C.

Founded 1919

*Members:* 3,000 manufacturers of bottled soft drinks

### **PUBLICATIONS:**

"Bibliography of Motion Pictures and Slide Films," prepared in 1952 for use by members of the Association.

### **PERSONNEL:**

*Technical Service Director:* Harry Korab

### **FORECAST:**

We are planning to revise this bibliography in 1954. To date, this is our only activity in the field of film service.

## **AMERICAN BOWLING CONGRESS (ABC)**

*Secretary-Treasurer, FRANK K. BAKER*

1572 East Capitol Drive

WOodruff 2-3520

Milwaukee 11, Wisconsin

Founded 1895

*Members:* About 1,650,000 men, who join through about 1,685 local associations

### **FILM SERVICE**

#### **AIM:**

To furnish bowling films, entertaining and instructive, for meetings of members.

**ACTIVITIES:**

*Production:* Working with film companies, ABC has produced two documentary films of its championship tournaments, also two filmstrips.

*Distribution:* These two films, together with other bowling films produced commercially by film companies, are available without cost to members only for showing at league and association banquets and meetings.

**FINANCING:**

The production cost and purchase price of all film and equipment are financed by dues collected from members.

**HISTORY:**

The Film Service was started about 1932.

**FORECAST:**

ABC plans to produce, within the next several years, a film on its activities, highlighting the many services and benefits derived from membership in ABC.

**AMERICAN CANCER SOCIETY, INC.**

*Executive Vice-President,* MEFFORD R. RUNYON

47 Beaver Street  
New York 4, New York

HAAnover 2-3277  
Founded 1913

*Members:* The Society does not have members except in the strictly legal sense; 120 delegate members from 60 state and metropolitan divisions, plus 68 director members. About a million volunteer workers carry out a nationwide public education program.

**PUBLIC EDUCATION SECTION (responsible for films and all other public education materials):**

*National Director of Public Education:* Robert B. Thorpe

**AIM:**

To assist in the implementation of a nationwide educational program, the objective of which is to save lives by creating and sustaining an alert and intelligent public attitude toward cancer.

**ACTIVITIES:**

*Production:* A number of films have been produced for lay audiences under the supervision of the Public Education Section.

*Distribution:* Prints of all lay films may be purchased by any of the Society's 60 state or metropolitan divisions for use in their respective areas. (In the last six years, 6,160 prints of 13 different films have been purchased at cost by these divisions.)

*Utilization:* The Society's 3,301 local units use films to implement the community-wide public education programs carried out through local clubs and organizations, businesses and industries, neighborhood centers, high schools and colleges, motion picture theaters and television stations.

## *American Cancer Society*

### **PUBLICATIONS:**

Leaflets describing the Society's films are available to the public from the offices of its states and metropolitan divisions and from the headquarters of its local units.

### **PERSONNEL:**

Since the Society does not produce, but merely supervises the planning, production, and intra-organizational promotion of its lay films, no one member of the staff devotes his entire time to motion pictures. Robert B. Thorpe has been National Director of Public Education since 1947. During World War II, he served as a Lt. Commander with the United States Navy, where he was Planning Consultant for many of the Navy's training films and filmstrips. Prior to that time, he was a Special Consultant on educational and informational media with the United States Public Health Service. The responsibilities of the Section are shared by the Director of Public Education, a part-time Film Consultant, the Director of Radio and Television, and members of their respective staffs.

### **MEETINGS:**

Motion pictures, as well as any of the different "tools" required to implement some phase of the Society's over-all program, are used when they seem appropriate.

### **FINANCING:**

The National Society pays the developmental and production costs of all of the Society's films from its share of the contributors' dollars. The Society's divisions and units pay only the cost of the prints.

### **HISTORY:**

The Society has been responsible for the production of lay films for a good many years, but it was not until 1946 that it began to make intensive and nationwide use of this medium through all possible channels.

### **FORECAST:**

The Society plans to make much more intensive use of films on television programs, in motion picture theaters, and at county and state fairs throughout the country, while continuing to strengthen its programs in business and industry and clubs and organizations.

## **AMERICAN COUNCIL ON EDUCATION**

*President,* ARTHUR S. ADAMS

1785 Massachusetts Avenue  
Washington 6, D.C.

### **ACTIVITIES:**

The Council is not engaged in offering any services in connection with motion picture films, but distributes filmstrips originally prepared for the Office of the Coordinator of Inter-American Affairs and the Department of State.

#### **PUBLICATIONS:**

The Council has published several studies on the use of films in schools:

"Focus on Learning" by Charles F. Hoban, Jr. 1942. 172 pp. Cloth, \$2.50

"Foundations for Teacher Education in Audio-Visual Instruction" by Elizabeth Goudy Noel and J. Paul Leonard. 1947. 60 pp. 75¢

"A Measure for Audio-Visual Programs in Schools" by Helen Hardt Seaton. 1944. 40 pp. 40¢

"Motion Pictures in a Modern Curriculum," a Report on the Use of Films in the Santa Barbara Schools by Reginald Bell, et al. 1941. 179 pp. \$1.00

"Projecting Motion Pictures in the Classroom" by Francis W. Noel. 1940. 53 pp. 50¢

"A School Uses Motion Pictures" by the Staff of Tower Hill School. 1940. 118 pp. \$1.00

### **AMERICAN DENTAL ASSOCIATION (ADA)**

*Secretary*, HAROLD HILLENBRAND, D.D.S.

222 East Superior Street  
Chicago 11, Illinois

Whitehall 4-6730  
Founded 1859

*Members*: There are now about 80,000 members. Of this number, approximately 9,500 are dental students.

**THE AMERICAN DENTAL ASSOCIATION FILM LIBRARY, a section of the Bureau of Library and Indexing Service:**

*Film Librarian*: Helaine S. Levin

*Director of Bureau of Library and Indexing Service and Librarian*: Donald Washburn, D.D.S.

#### **AIM:**

To administer a film library; to increase the Film Library collection of both professional and dental health audio-visual materials; to stimulate the most effective use of these materials among dental societies, dental schools, and nonprofessional groups; to discover, review, and catalog films, slides, filmstrips, and radio transcriptions related to dentistry; to prepare film reviews for publication in the "Journal of the American Dental Association"; to set up a clearing house on information about audio-visual materials, equipment, and production for dental societies, dental schools, community and civic groups, and other nonprofessional groups; to conduct a survey among dental societies and dental schools to ascertain their administration of visual materials, use of equipment, production and distribution of materials, and suggestions for improving the Film Library's services; to assist in planning film programs for Children's Dental Health Day; to arrange with the State Department for the mutual exchange of audio-visual materials among

## *American Dental Assn.*

dental societies; to encourage the production of audio-visual materials and to offer the consultative services of other American Dental Association Councils and Agencies; to prepare motion picture programs for the annual sessions.

### **ACTIVITIES:**

*Production:* The ADA cooperates on a consultative basis in the production of films and other audio-visual materials.

*Distribution:* The Film Library circulates approximately 100 film titles (350 prints) on technical and dental health subjects, as well as other audio-visual materials. Information on material is being compiled into a film brochure, which will be available free of charge to any interested film user.

*Utilization:* How to plan film programs effectively is discussed in the monthly articles published in the "Journal of the ADA," in talks before dental societies and dental schools, as well as with film users who request such assistance in writing or in personal visits to the American Dental Association Headquarters in Chicago. Consultant service in the selection of audio-visual materials is also given.

### **PUBLICATIONS:**

Film reviews appear monthly in the "Journal of the ADA," which has a distribution of approximately 82,000. Subscription rates are \$7.00 per year for domestic and \$8.00 per year for foreign.

Articles have appeared in other publications, such as the "Journal of Dental Education," published by the American Association of American Dental Schools.

A list of audio-visual materials, including films cleared for television, is distributed free of charge to all interested film users.

### **PERSONNEL:**

There are three full-time employees in the Film Library (out of a staff of approximately 115 in the central headquarters of the ADA). These are the film librarian, a booker, and a secretary. Helaine Levin has been Film Librarian since January 1952. As Program Director with the United Seamen's Service, Inc., from 1943 to 1948, she introduced the use of films for education among transient adults in New York City and in Europe. She has taught the use of audio-visual materials to teachers and principals in Illinois, has been Midwest correspondent and editor for "Film News" magazine, and film consultant to community agencies in New York City and Chicago.

Staff reviewing committee: 10 members

Preview panels of professional members representing dental practitioners and dental school faculty in the Chicago area: 18

### **MEETINGS:**

New films for professional and nonprofessional use are shown for each of the four days of the annual meeting. Consultant services

are also offered to interested members of the audience. Conferences with dental school audio-visual representatives have been held to discuss film evaluation criteria, to exchange information, and to observe demonstrations of new equipment.

#### **FINANCING:**

The budget of the Film Library is included in the regular budget of the Bureau of Library and Indexing Service, of which it is a part. (ADA is financed by dues of its members.) All audio-visual materials are available for rental.

#### **HISTORY:**

The ADA has been interested in the use of audio-visual materials since 1924. At that time, the Committee on Dental Health Education began with two dental health films. In 1929, the name of this committee was changed to the Bureau of Public Relations, its educational activities were enlarged, and ten new dental films were added to the list. As new acceptable dental health films were made, copies were added to the Association film library. No effort was made to develop a library of scientific films until about 1942. At that time, the Association, in cooperation with the United States Department of State, prepared Spanish and Portuguese translations of 11 highly technical films, which the State Department made available to libraries and schools in all Latin American countries. The Association retained copies in English for distribution in this country. In 1945, another group of 11 technical films was selected by the Association and sent through the State Department to Europe with English sound tracks only.

After 1945, the administration of the audio-visual materials was transferred to the Council on Dental Health. Additional prints of dental health titles were purchased and some series of slides and filmstrips were produced by the Council on Dental Health. In January 1952, the Film Library was established as a section of the Bureau of Library and Indexing Service, with an audio-visual specialist in charge of the development of such a program. The technical film collection, which consisted of 14 titles in January 1952, has now been increased to 80; the dental health titles from 14 to 18; the total number of prints from 108 to approximately 350.

#### **FORECAST:**

The Film Library has been preparing a film brochure, which will include all pertinent information on audio-visual materials available from the ADA. A survey of visual information among 512 dental societies and 43 dental schools has been completed. Publication of these findings is anticipated for 1954.

Articles on "Helpful Hints to Amateur Dental Film Producers," and "Film Production in Dental Schools," are also planned. Our main objectives are to increase the effective use of audio-visual materials among dental societies and dental schools, and to encourage the production of films in dentistry or related fields. The

*American Dental Assn.*

American Dental Association is also cooperating with other medical agencies for the mutual exchange of information.

## **AMERICAN FEDERATION OF LABOR (AFL), Workers Education Bureau (WEB)**

*Director, JOHN D. CONNORS*

Workers Education Bureau  
1625 Eye Street, N.W.  
Washington 6, D.C.

NAtional 8-3870  
AFL founded 1881  
WEB founded 1921

*Members:* WEB is the Education Department of the AFL, which has over 10,000,000 members.

### **WORKERS EDUCATION BUREAU:**

*Film Specialist:* Caroline Hodgins

#### **AIM:**

To maintain a library of labor films and other films on subjects of interest to labor; to make these films available to AFL-affiliated unions and other groups at nominal rental rates; to promote the use of films among AFL affiliates by planning film programs, developing discussion guides, purchasing projection equipment at special rates; to act as a clearing house of information about films; to issue a film catalog periodically; and to review new films of interest to labor.

#### **ACTIVITIES:**

*Production:* The Bureau has not engaged in 16mm film production, but has produced a number of filmstrips on American labor and unions. In addition, the Bureau recently cooperated with the International Confederation of Free Trade Unions in producing four silent filmstrips for use in organizing Asian trade unions.

*Distribution:* Over 75 films and filmstrips are available for distribution through the film library at nominal rental rates. A catalog listing these films is available.

*Utilization:* Discussion guides, designed to assist unions in film utilization, have been prepared for most of the films in the library.

#### **PUBLICATIONS:**

The Workers Education Bureau's monthly "News Letter" carries a regular film page in which reviews of new films and items of general interest in the audio-visual field appear. Subscription is \$1.00 per year for organizations or individuals outside the AFL.

"Films for Labor," revised March, 1954. Sample copies are available free of charge.

#### **PERSONNEL:**

Caroline Hodgins has a background of film work with a number of organizations. For three years, she was with the Cooperative

League of the USA in New York in charge of its film department, and just prior to coming to the WEB, she was a film specialist for the American Automobile Association. She has also worked with the Veterans Administration in compiling and editing medical film catalogs.

Two people, on the staff of five in the WEB, devote part time to film work. In addition, the Director of the Bureau gives over-all supervision and he and his assistant as well as other specialists in various fields from the AFL often review films.

#### **MEETINGS:**

At the annual convention of the AFL one evening is devoted to screening new films produced by AFL affiliates and other new films of interest to labor. Films are also often shown at the semiannual meetings of education directors of AFL unions.

#### **FINANCING:**

The AFL is financed by per capita dues payments from affiliated international unions, state federations. There is no separate budget for the WEB or its film program. Rentals charged by the film library are nominal and simply help defray actual shipping charges, print costs, and other expenses.

#### **HISTORY:**

The WEB established its film library in 1949, although prior to that time reviews of films and other audio-visual materials had appeared in the "News Letter." In the years since then, the library has expanded to meet increasing demands from AFL unions for films. The equipment-buying service was developed after the inauguration of the film library, since projection equipment was an obvious concomitant to any film program. The first film catalog was published in 1951; a second edition in 1952; and a third in 1954. Recently increasing attention has been devoted to the preparation of film guides and the stimulation of film use through the development of film "packages" and a film-a-month program.

#### **FORECAST:**

Because of the increasing interest in films, it is anticipated that our film library will continue to expand as it has in the past. We hope to become increasingly effective in promoting good film utilization among our members.

Until such time as films are produced by the AFL we are making increasing use of kinescopes of television programs put on by the Federation.

Plans are under way to set up a film cooperative among AFL unions of which the WEB would be a member. This cooperative would initially produce four filmstrips a year on subjects of interest to its members, but might be expanded into actual film production in time.

# AMERICAN FRIENDS SERVICE COMMITTEE (AFSC)

*Executive Secretary*, LEWIS M. HOSKINS

20 South 12th Street  
Philadelphia 7, Pennsylvania

RI ttenhouse 6-9372  
Founded 1917

*Members:* AFSC is the Service Agency of the Religious Society of Friends (Quakers), dedicated to the relief of suffering and the easing of tensions between individuals, groups, and nations. It is supported by many people of many faiths, but there is no membership list. There are 13 regional offices.

## **VISUAL AIDS:**

*Director:* Eleanor Stevens

## **AIM:**

To publicize the aims and activities of the Service Committee; to stimulate thought and discussion of problems with which it is concerned.

## **ACTIVITIES:**

The AFSC has at present six films in its inventory. There are three or four more in the planning stage. The Committee also has slides, filmstrips, and a very active photograph library. All but one of the films are distributed from the 13 regional offices; the other is handled by Association Films. These films go to public schools, colleges, church groups, service organizations, labor unions, and other discussion-type groups. The Committee also makes an attempt to find suitable material put out by other organizations, and sometimes books such films for showing to the staff in Philadelphia. Community relations, village life in India, UN films on Korea, refugees in Germany are some topics that have been seen recently.

## **PUBLICATIONS:**

"Inventories of Visual Aids"

"Children's Educational Materials"

## **PERSONNEL:**

There are two full-time and two or three part-time employees, plus outside help in production. There is a total of nearly 500 on the AFSC staff, both here and abroad.

## **MEETINGS:**

The Corporation meets annually. Members of the Corporation are 200 Quakers, representing Yearly Meetings in Canada and the U.S. This is a business meeting—no visual aids are used. Public Meetings of the AFSC are held in areas where regional offices are located. Visual aids are always used, though not just films.

## **FINANCING:**

The financing of visual aids activities is part of the regular annual budget, which is raised by contributions and grants from foundations and, for some of the work overseas, by subsidy from the State Department or other governments. For the most part, no rental charges are made for visual materials.

**HISTORY:**

Since the beginning of the visual aids activities at AFSC, various programs have produced posters and similar small-scale inexpensive visual materials. When a Public Relations office was set up, activities of this sort were centralized. Since then, the AFSC has carried on a small but steadily growing range of activity.

**FORECAST:**

Since the emphasis of the Religious Society of Friends has always been on personal contact and personal commitment, the AFSC is cautious and exploratory in the use of any mass communication. No major commitment of funds has ever been made to interpretive efforts involving mass media. Interest in the field of visual aids grows steadily, however, partly in response to demands from outside groups, and partly in response to the urgency of the present national and international situation. Our materials are not aimed at religious groups alone—they are designed for use with any gathering of people concerned with the problems of peace and fair play for all.

**AMERICAN GAS ASSOCIATION (AGA)**

*Managing Director*, H. CARL WOLF

420 Lexington Avenue  
New York 17, New York

MUrray Hill 3-8200  
Founded 1919

*Members*: Approximately 7,000

**FILM LIBRARY:**

*Assistant Librarian*: Jane W. Muller

**AIM:**

To administer a film library made up of films produced by the various gas utilities, thus making the films available to all public utilities, schools, and civic organizations—nonmembers as well as members of AGA.

**ACTIVITIES:**

*Production*: The Association has produced several motion picture films and sound slidefilms. These have long since proved their worth in personnel training, public relations, and sales promotion. There is no production under way at the present time, and none planned for the immediate future.

*Distribution*: Films are circulated to schools, gas utilities, and civic organizations free of charge except for postage.

**PUBLICATIONS:**

"Visual Aids" folders are available free of charge.

**PERSONNEL:**

The AGA staff, including the laboratories, numbers 235. There is one person in charge of films, Jane W. Muller, assistant librarian.

**MEETINGS:**

Films have been shown at the AGA Annual Convention.

## *American Gas Assn.*

### **FINANCING:**

AGA is supported by membership dues from the gas utility companies. Film activities are financed from our promotion fund.

### **HISTORY:**

The Association's first major film activity was the production of a color motion picture on gas ranges in 1947. In the summer of 1947, distribution plans were set up, including the use of the services of a distributing organization to book the film into schools and clubs, and making the film available through member gas utility companies.

We expanded our lending library of films by adding prints of various films concerning the gas industry, which were produced by individual gas companies, by regional gas associations, and by organizations outside the gas industry. This was first set up simply to service our member companies, but we have found it expanding to the point where we now lend films to schools and civic and social organizations.

## **AMERICAN HOSPITAL ASSOCIATION (AHA)**

*Executive Director*, EDWIN L. CROSBY, M.D.

18 East Division Street  
Chicago 10, Illinois

WHitehall 4-4350  
Founded 1899

*Members:* 6,442 institutional members, including hospitals, clinics, and related organizations; 4,259 individuals connected with member hospitals and organizations

### **AMERICAN HOSPITAL ASSOCIATION FILM LIBRARY:**

*Librarian:* Helen T. Yast

### **AIM:**

To serve as information and booking center for films and other audio-visual material in the hospital field; to produce or assist in the production of such materials, and to promote their use.

### **ACTIVITIES:**

*Production:* The American Hospital Association has produced several films for employee or public education, and served as consultant in the production of many others.

*Distribution:* Working through a commercial distributor the American Hospital Association serves as the booking agency for approximately 40 titles and 200 prints. In addition, it makes referrals to other sources of film supply when unable to furnish a particular film. Film listings are available without charge.

*Utilization:* Consultation service is available; instruction manuals for use with individual films are sent to users; audience report forms, sent with each booking, are carefully checked upon return.

### **PUBLICATIONS:**

"Catalog of American Hospital Association Services," reprinted

from Administrators Guide Issue, Part II, June, 1953 of "Hospitals"  
"Hospitals," AHA's official journal, carries periodic film reviews.  
\$3.00 annual subscription

**PERSONNEL:**

The personnel of the Film Library consists of the Librarian, 1/6 time, and a clerk-typist, 2/3 time. Helen T. Yast is Librarian of the Library of the AHA, Asa S. Bacon Memorial, as well as Film Librarian. This is the world's foremost collection of hospital literature. Miss Yast's previous library experience was with the Veterans Administration, U.S. Navy, and the Public Health Service.

In the production of new films, staff specialists of the Association serve as consultants; e.g., on fire safety, women's auxiliaries.

A film review board composed of eight members of the Association meets periodically to screen and prepare reviews of films in the hospital and health fields.

**MEETINGS:**

During annual conventions, there is a program of film showings, planned usually during the noon hour so as not to conflict with convention programs. Premieres of new films are scheduled, when possible, for this convention showing.

Training films are used extensively in the two-, three-, and five-day institutes conducted by the Association throughout the year.

**FINANCING:**

The Association is financed primarily through its membership dues. The Film Library is included in the regular budget; additional income is received through the rental of films, special grants or endowments, and foundations' assistance in the production of individual films.

**HISTORY:**

In 1942 a survey of the AHA Library, authorized by the trustees, recommended that consideration be given to the advisability of collecting films and other visual education materials. At that time, a small collection of films was maintained and administered by the Public Relations Department, but it was not until 1948, when the Library was resurveyed and the 1942 recommendation reaffirmed, that the Library became the central depository of audio-visual materials. A concerted effort to increase the film library holdings was made and the rapid growth of the collection from about 20 prints to 150 was made in 1949 and 1950. In 1953, a film review board was appointed for the first time to assist the staff in screening and evaluating films. The film program is now carried on as an activity of the Council on Association Development.

**FORECAST:**

Several films are in production, including one on women's hospital auxiliaries and several on employee training. The Film Library intends to cooperate fully with the recently organized Audio-Visual Conference on Medical and Health Sciences, and to submit descrip-

*American Hospital Assn.*

tive information on films reviewed to the Library of Congress for its catalog cards.

It is the hope of the Film Library that state hospital associations and local hospital councils will soon begin to build their own film libraries, and promote from the local level the use of films.

## **THE AMERICAN JEWISH COMMITTEE (AJC)**

*Executive Vice-President, JOHN SLAWSON*

386 Fourth Avenue  
New York 16, New York

Murray Hill 5-0181  
Founded 1906

*Members:* 25,000 individuals, 44 chapters, 12 regional offices, and three foreign offices

**FILM DIVISION of the Public Information and Education Department:**

*Director:* Robert Disraeli

### **AIM:**

To produce and to encourage the utilization of, and to act as consultant on, films and filmstrips which help to improve human relations between racial, religious, and ethnic groups.

### **ACTIVITIES:**

*Production:* Several films and tv spots have been produced and others are in various planning stages.

*Distribution:* The films are distributed through Association Films and McGraw-Hill. However, inquiries about these and other films can be addressed to the Film Division of The American Jewish Committee.

*Utilization:* The Film Division is available for consultation about film programs and for the planning and guidance of the production of films about human relations.

As one member of ten national organizations contributing to the Board of Joint Estimates of Current Motion Pictures of the Motion Picture Association of America, the Film Division reviews and evaluates theatrical film. These evaluations are published in the bimonthly "Green Sheet" of the Motion Picture Association and in the weekly edition of "Unbiased Opinions" of the Fox West Coast Theatres.

### **PUBLICATIONS:**

"Selected List of Human Relations Films," a catalog which includes the best available films dealing with various aspects of intergroup relations

### **PERSONNEL:**

Robert Disraeli has been Director of the Film Division since May, 1946. As a motion picture writer and photographer, he worked in Hollywood for many years. He has also written a number of children's books, illustrated by photographs, and has written and lectured on the technical aspects of photography.

There are two full-time members in the Film Division, out of a

total staff of 200. Other staff personnel and outside production workers are called upon when necessary.

**MEETINGS:**

At the annual meeting, films may be shown that tie in with workshop subjects or with a specific interest of the entire membership. Throughout the year and at meetings of the chapters, the Film Division brings educational films of interest to the attention of chapter members, and informs them about methods of utilization.

The Film Division participates in regional and national conferences, held by various groups and organizations, which deal in audio-visual education in the field of intergroup education.

**FINANCING:**

AJC is financed through voluntary contributions and membership dues. The budget of the Film Division is included in the total budget of the national organization.

**HISTORY:**

The Film Division was organized in 1946, for the purpose of producing and stimulating the production of films on various aspects of intergroup education.

**FORECAST:**

The Film Division, with the cooperation of several organizations, has planned the production of two films for use by schools, churches, and community organizations of all kinds, and on television.

## **AMERICAN JEWISH CONGRESS (AJC)**

*Executive Director*, DAVID W. PETEGORSKY

*Associate Director*, ISAAC TOUBIN

15 East 84th Street  
New York 28, New York

TRafalgar 9-4500  
Founded 1919

*Members*: 60,000 nationally, composed of 400 chapters  
and national and local affiliates

**AJC FILM DEPARTMENT of the Community Service Bureau:**

*Director*: Julius Schatz

**AIM:**

To provide information, assistance, and advice on programing, and to develop resources and techniques for the fullest utilization of all available audio-visual materials of Jewish interest and content. This includes the review, referral, and recommendation of suitable films, filmstrips, and other audio-visual materials; preparation of study guides and discussion outlines for the utilization of such items; cooperation with all existing agencies dedicated to the pursuit of a program of study, research, and production of audio-visual materials.

**ACTIVITIES:**

*Production:* AJC does not produce any films. However, the Congress has on occasion, when television programs have been produced and presented, arranged to have kinescopes made, and has encouraged the programmatic use and adaptation of these kinescopes whenever possible.

*Distribution:* AJC cooperates with film libraries, societies, and commercial organizations in the production and distribution of suitable film materials.

*Utilization:* AJC mails out individual promotional materials on specific films and filmstrips; prepares annotated bibliographies on specific subjects and program areas where there are available films and filmstrips.

**PUBLICATIONS:**

Film evaluations and discussion and study guides are included in the publication, "Program Notes and Leads," issued periodically. In addition, topical bibliographies, printed and mimeographed, appear frequently.

**PERSONNEL:**

The staff consists of the Director and one secretary. Julius Schatz has been Director of the Community Service Bureau for the past seven years.

**MEETINGS:**

AJC has no annual meeting, but encourages and uses films for the many workshops, institutes, regional and national meetings that are conducted.

**FINANCING:**

Since AJC has no specific budget for expenditures on films and filmstrips, constituent affiliates are urged to take care of such budgetary requirements.

**HISTORY:**

AJC introduced the widespread use of films when the Community Service Bureau was founded. However, as a result of the improvement in quality of recent film materials, member groups have really begun to make effective use of films during the past several years, particularly because of the production of a number of better Israeli, Bible, and intercultural films and the release of kinescope films, originally presented on tv.

**FORECAST:**

AJC works very closely, as indicated above, with existing film organizations, societies, and conference groups. In particular, the Congress has played a vital role both in the founding and in the daily work of the National Council on Jewish Audio-Visual Materials, in which are represented most of the major Jewish organizations and institutional bodies. Interest is greatest in the area where it is important to bring to the attention of the producers, both commercial and institutional, the need for quality films to

meet the competitive film diet, which our members and leaders are accustomed to, outside of the institutional program. In essence, it means an effort to bring the producer closer to the consumer, to the mutual advantage of both.

It is also important that greater attention be given to the preparation and production of film material geared to major events such as Brotherhood Week, United Nations Week, and Jewish History Month.

The Director of the Bureau sees greater interest and desire on the part of group leaders and program chairmen to use films and filmstrips, and urges a program of periodic conferences and workshops where common discussion could help in particular situations and ultimately create a better understanding of the film and filmstrip and an improvement both in production and consumption of these vital materials.

## **AMERICAN LABOR EDUCATION SERVICE, INC.**

*Director, ELEANOR G. COIT*

1776 Broadway  
New York 19, New York

Circle 5-9065  
Founded 1927

The Service is a national advisory agency in the labor education field.

### **ACTIVITIES:**

The Service recommends films from time to time, and uses them in its conferences and resident schools. There is no production or distribution of films, and utilization of films is done by the program staff members in the course of their work.

### **PUBLICATIONS:**

The "Labor Education Guide," published by the Service, includes recommendation of films.

## **THE AMERICAN LEGION (AL)**

*National Adjutant, HENRY H. DUDLEY*

*National Commander, 1953-54, ARTHUR J. CONNELL*

700 North Pennsylvania Street  
Indianapolis 6, Indiana

Plaza 8411  
Founded 1919

*Members: 3,000,000 veterans of World Wars I and II and the Korean War, members of 17,400 posts throughout America and the world*

### **MOTION PICTURE SECTION of the National Public Relations Division:**

*Chief: Marion J. Craney*

### **AIM:**

To service posts throughout the United States with 16mm sound film for use at post meetings to stimulate organization and mem-

## *American Legion*

bership, at the same time informing post members of latest American Legion policies.

### **ACTIVITIES:**

*Production:* The majority of the films in the library have been produced through the cooperation of The American Legion and other independent organizations. Other films are leased from the Defense Department, Army and Navy Reserves.

*Distribution:* Approximately 110 films are distributed throughout the United States to American Legion posts. The distribution cost is defrayed by having the user pay the mailing charges for forwarding the film. A few education films are sent to schools, their cost being the return postage. A listing of films is available on request.

*Utilization:* The posts select films from a list provided by the Motion Picture Section, which mails the selection to them. Upon completion of the showing, films are returned by mail to the Section's film library.

### **PERSONNEL:**

Personnel consists of a one-person distribution, inspection, and filing operation, with emergency assistance and cooperation available at all times from a number of the 210 persons employed at National Headquarters. Marion Craney has been in charge of the Motion Picture Section since June, 1953, after joining the Public Relations Division of the American Legion's National Headquarters in September, 1952, to compose speeches and radio scripts. He studied motion pictures in the School of Journalism at the University of Notre Dame.

### **MEETINGS:**

There are no set meetings, although films are reviewed periodically by heads of various divisions throughout National Headquarters.

### **FINANCING:**

The AL has cooperated with other independent organizations in the production of the majority of the films in the library. Costs of distribution are defrayed by a mailing charge, paid by individual posts. A limited budget absorbs the remainder of the cost.

### **HISTORY:**

Since 1946, the Motion Picture Section of the National Public Relations Division has been a separate section. Previously it had been a part of the National Emblem Division dating back to the early days of the American Legion. Most of the films were produced in the last seven years, although the AL National Headquarters provided various programs of motion pictures (and undoubtedly silent pictures) throughout the years since its birth in 1919.

The Section's growth has come about through demand by posts for films, and has been generated through film production programs of various divisions of the AL's National Headquarters,

often with the cooperation of other independent businesses interested in achieving the same goal.

#### **FORECAST:**

Increased demand by post memberships, growing through enrollment of Korean War veterans, will necessitate enlargement of the Section, either by greater distribution of free-loan films from other sources, or production of films on the AL.

The production of three films was mandated at the 1953 National Convention of the AL, and awaits appropriate funds. The subjects of these films will be instruction on the procedure of running an AL post meeting; a grave memorial service; initiation ceremonies into the AL.

Several television stations are being serviced with film, with the outlook of a long-range servicing program of television with American Legion films in 1955 and thereafter, following production of such films.

## **AMERICAN LIBRARY ASSOCIATION (ALA)**

*Executive Secretary*, DAVID H. CLIFT

50 East Huron Street  
Chicago 11, Illinois

WHitehall 4-6780  
Founded 1876

*Members:* About 19,000 librarians, trustees, friends of  
libraries, publishers

#### **ALA AUDIO-VISUAL BOARD:**

*Chairman 1953-54:* Karline Brown, Cincinnati Public Library

#### **AIM:**

To study and promote the use of all media and materials of an audio-visual nature as they are related to public, school, college, and other libraries, and to further the establishment of national or regional clearing houses. To cooperate with other committees and agencies having similar functions.

An Audio-Visual Round Table was established in February 1954 to promote closer relationship among librarians engaged in audio-visual work, to bring these librarians together for informal discussions of mutual problems and for programs and workshops on these problems, to serve as a clearing house for information on problems in the field of audio-visual activities, and to cooperate with other committees and agencies having similar functions and interests. Virginia Beard, Cleveland Public Library, is Chairman for 1953-54.

#### **ACTIVITIES:**

ALA has not produced any films, but a number of its member libraries have produced films showing their services. They may be found in a listing in "Educational Film Guide," published by H. W. Wilson Co.

**PUBLICATIONS:**

- "The American Heritage in Films," a selected list of 16mm films compiled by a committee of the ALA Audio-Visual Board
- "Films for Public Libraries," selected by the Publications Committee of the American Library Association Audio-Visual Board
- "Audio-Visual School Library Service," Margaret I. Rufsvold, 1949. 128 pp. Illus. Cloth, \$2.75
- "Educational Motion Pictures and Libraries," Gerald D. McDonald, 1942. 196 pp. Cloth, \$2.75

**PERSONNEL:**

Staff personnel consists only of the Secretary to the Board, Mrs. Grace T. Stevenson, who was Head of the Adult Education and Film Department of the Seattle Public Library for seven years.

**MEETINGS:**

The Audio-Visual Board, sometimes in cooperation with other units of the Association, sponsors an Audio-Visual Institute in connection with the annual conference. In addition, there is usually a daily session of film showings.

**FINANCING:**

The total activities of the Association are financed for the most part by membership dues and income from endowment capital.

**HISTORY:**

In 1924, ALA created the Visual Methods Committee, which in 1940 became the Audio-Visual Committee. In 1947, the Carnegie Corporation made a grant to ALA for the establishment of a Film Advisory Service at ALA headquarters, to assist librarians on policy, administration, selection of materials, bibliographic and reference work in films, and to promote library cooperation with other agencies working with information films. At the time this office was established, with Mrs. Patricia Blair Cory as Library Film Advisor, only a dozen libraries had film collections of their own. In March, 1953, there were 166 libraries providing film service to their communities, either through collections which they owned, or through participation in a film circuit. During the month of March, 1953, these libraries circulated 70,314 films, which were shown to 3,728,428 people. Many other libraries provide film information to their patrons and/or film booking service.

**FORECAST:**

Since the close of the Office of the Library Film Advisor in 1952, the ALA Audio-Visual Board has been very hampered in its activities. With the opening of the new Office for Adult Education, however, the Board's activities may be strengthened. This would be an outgrowth of the findings of the recently completed Survey of Adult Education Activities in Public Libraries and State Library Extension Agencies, since this survey indicated that while only 22 percent of the libraries gave audio-visual service, 22 percent put it first on the list of things they would like to do.

# AMERICAN MEDICAL ASSOCIATION (AMA)

*Secretary and General Manager, GEORGE F. LULL, M.D.*

535 North Dearborn Street  
Chicago, Illinois

Whitehall 4-1500, ext. 352  
Founded 1847

*Members: More than 150,000 members*

## **COMMITTEE ON MEDICAL MOTION PICTURES:**

*Secretary: Ralph P. Creer*

### **AIM:**

To stimulate the more widespread and intelligent use of medical and health films, and to serve as a clearing house for all types of information on the subject.

### **ACTIVITIES:**

*Distribution:* The Committee maintains a library of approximately 100 medical and health films. (These films are available only to members of the medical profession or medical societies, medical schools, hospitals, and other scientific groups.)

*Utilization:* The Committee publishes reviews of medical and health films in "The Journal of the AMA." Circulation: 168,076. Once a year these reviews are published in booklet form.

As time permits, consultation service on the production and distribution of medical films is made available to pharmaceutical companies and other producers of medical motion pictures.

The Committee maintains and distributes a list of films in each subject area, such as anesthesiology, neuro-surgery, orthopedics, and pediatrics.

### **PUBLICATIONS:**

"Catalog of Films Available Through Motion Picture Library AMA"

"Reviews of Medical Motion Pictures." These booklets contain reviews of medical motion pictures published in "The Journal of the AMA" from September, 1946 to January, 1954.

"Index of Medical Motion Pictures Reviews"

"Sources of Medical Motion Pictures"

"Sources of Motion Pictures on Health"

"List of Health Education Motion Pictures Cleared for Use on Television"

"A Selected List of Films on Health Education Reviewed in 'The Journal of the AMA' "

"A Catalog of Medical Motion Pictures Produced in the United States Suitable and Available for Use Abroad"

"A Catalog of Health Education Motion Pictures Produced in the United States Suitable and Available for Use Abroad"

### **PERSONNEL:**

Approximately 900 people are employed in the AMA headquarters, and there are six employees in the Motion Picture Department.

*American Medical Assn.*

**MEETINGS:**

Films are shown at the annual meeting and The Clinical (Mid-winter meeting of the AMA).

**FINANCING:**

The Committee on Medical Motion Pictures is supported by funds allocated each year by the Board of Trustees of the AMA.

**HISTORY:**

The Committee on Medical Motion Pictures was organized in 1946. Prior to that time, a modest film library was maintained and the films were inspected and distributed by an outside commercial concern. In 1949, these activities were transferred to the AMA Headquarters. Films had been shown at our annual meetings for approximately ten years.

In 1947, a source file of 2,500 medical and health films was organized and one person was employed to maintain this file. The first review of medical films was published in "The Journal of the AMA" in September 1946, and up to January 1, 1954, 499 reviews had been published.

In 1952, the Committee's activities were broadened to include television as applied to medical education.

## **AMERICAN NATIONAL CATTLEMEN'S ASSOCIATION**

*Executive Secretary, F. E. MOLLIN*

*Assistant Executive Secretary, RADFORD HALL*

515 Cooper Building  
Denver 2, Colorado

MA 3-4465  
Founded 1898

*Members:* About 9,000 direct members, 90,000 through affiliation with state, local, and regional cattlemen's organizations in 30 states

**OFFICE OF INFORMATION:**

*Director of Information:* Lyle Liggett

**AIM:**

To provide Association films, and those of firms and institutions, pertaining to livestock production for showings to schools, civic groups, and rural organizations.

**ACTIVITIES:**

*Production:* Three films have been produced. Two, in color, are widely distributed to schools and rural youth organizations. They deal with the general aspects of beef cattle production and with efficient management of the land and its grass crop. The third film, recently released, is aimed directly at television, and outlines the basic economic factors in beef production and distribution. It will not be available for school showings until its television usefulness is over.

*Distribution:* Films are distributed on a free-loan basis and bookings are handled from this office and from the offices of several of the larger state cattlemen's associations.

*Utilization:* The Association is constantly consulted by farm and ranch groups on suitable material for showings at meetings and conventions. Information on other agricultural films is also provided.

**PUBLICATIONS:**

Films of all cattle subjects are frequently reviewed in "The American Cattle Producer," monthly magazine published by the Association.

**PERSONNEL:**

The Association has one Director of Information, and one assistant directly in charge of film service. There are eleven staff officials in the national Association. Lyle Liggett has been Director of Information since June, 1952, coming from a similar position at the University of Denver. His film experience includes directorship of several military audio-visual services and libraries, free-lance newsreel photography, and Army Signal Corps motion picture and still photography. His experience also includes newspaper photography and reporting, and radio news editing.

*Assistant:* Bonnie Wilson

**MEETINGS:**

Films are shown at annual meetings of most state and local associations and frequently at the national convention. Most films are provided or arranged for by the national Association.

**FINANCING:**

Within the over-all budget of the Association is the Office of Information budget. All film services and production come under this budget. The national Association is financed by dues from individuals and affiliated associations. The first two films were financed in part by contributions from stockmen.

**HISTORY:**

The film service was begun in 1948, when the Public Relations Committee was formed.

**FORECAST:**

The film service to civic and farm groups, individuals, and schools will be improved. No new films for this specific use are contemplated now. However, one new television film is budgeted for 1954. We plan to circulate widely the just-completed tv film during 1954-55, and then to make it available for other uses.

# AMERICAN NATIONAL RED CROSS

*Chairman*, E. ROLAND HARRIMAN

*President*, ELLSWORTH BUNKER

17th and E Streets, N.W.  
Washington 13, D.C.

REpublic 7-8300

Founded 1881

*Members*: Approximately 30,000,000 members in 3,700 chapters

## OFFICE OF PUBLIC INFORMATION:

*Motion Picture Section Chief*: Herbert Carman

## AIM:

To produce and distribute graphic materials for training and interpretation as needed by the national organization or its component services, and to assist chapters in the production and use of locally originated materials.

## ACTIVITIES:

*Production*: The Section produces or supervises production of documentary and training films in 16mm and 35mm, and strip or slidefilms in black-and-white and color; plans and produces television spots and short film featurettes for both tv and theater distribution.

A recent 16mm film, 13 minutes in length, is a documentary report of Red Cross activities, both domestic and overseas; dramatic highlights of the past year, including Operation Big Switch, tornado disaster relief, and services to the Armed Forces.

*Distribution*: About 100 prints of about eight film titles are made available for free loan to Red Cross chapters, schools, and civic groups. Prints may be borrowed for a three-day period by request to the local Red Cross Chapter. Prints are stored and shipped from the four Red Cross Area offices located in San Francisco, St. Louis, Atlanta, and Alexandria, Virginia. Prints may also be purchased.

An annual catalog of Red Cross films available for loan or purchase is made available to Red Cross Chapters. Some chapters provide a simplified catalog listing films, a brief description of each, timing, and other pertinent information for local use.

Distribution of films, film sequences, and other visual material for network television is handled principally by the national office.

*Utilization*: Advice and assistance are given the component services of the national organization in planning and developing visual aids and films. Advice and assistance are also provided chapters through consultation and publications.

## MEETINGS:

Red Cross film showings are usually an adjunct of the annual convention. Occasionally, especially edited film sequences form

a part of the program of plenary and service sessions of the convention. Chapters are urged to show Red Cross films at meetings of local organizations and at annual Red Cross meetings; members of the field service staff frequently carry prints with them for such meetings and for staff training conferences. Work sessions on the use of visual aids, including films, are sometimes conducted at state and regional meetings.

#### **FINANCING:**

The organization is financed solely by the membership contributions of the public. Motion picture production costs are borne by the service for which a film is being produced. The prices of prints available for purchase are set to cover only the actual cost of the print, shipping containers, and handling.

#### **HISTORY:**

The first Office of Public Information was established in 1909. From that time on, this small office cooperated with the individual services which from their own budgets produced the limited aids of the pre-World War I period. Although the first film was produced by an outside company in 1921, the Motion Picture Section was not formally established until 1941. Distribution of films on a rental and later on a free-loan basis was carried on under contract by commercial distributors until November 1, 1953, when the distribution duties were undertaken by the four area offices of Public Information. Even more than economy, the purpose of the change was to enhance the chapters' role in interpretation through the use of film. The increase in film distribution during the brief period the new plan has been in effect indicates that this end is being achieved.

#### **FORECAST:**

Development of a long range plan for the production of more and finer motion pictures and television materials will be completed in 1954. An effort is being made to anticipate the needs of the various services and to film for current use some of the world-wide activities of the organization which have been difficult or impossible to obtain in the past.

An effort also is being made to provide seasonal, round-the-calendar television materials for local use on a self-sustaining basis.

The Red Cross also operates a Hospital Motion Picture Service which procures and distributes feature films for showing in Armed Forces hospitals.

## AMERICAN NURSES' ASSOCIATION (ANA)

*Executive Secretary, ELLA BEST, R.N.*

2 Park Avenue  
New York 16, New York

ORegon 9-2040  
Founded 1896

*Members:* About 175,000 professional nurses. The membership is structured on the basis of occupational groups which include: private duty; general duty; public health; institutional nursing service administrators; educational administrators, consultants, and teachers; industrial nurses; special groups.

## NATIONAL LEAGUE FOR NURSING (NLN)

*General Director, ANNA FILLMORE, R.N.*

2 Park Avenue  
New York 16, New York

ORegon 9-2040  
Founded 1952

*Members:* About 20,000 individuals: professional and practical nurses, community leaders, nursing service board members, educators and other "friends of nursing"—and more than 500 member agencies: public health nursing services, schools and programs of nursing, hospitals and organizations active in health and welfare.

**ANA-NLN FILM SERVICE** (*Begun by ANA in 1948, merged as a cooperative service in 1953*):

*Director:* Kathryn Linden

### AIM:

To act as a clearing house on information about films for the constituents of the respective organizations and others; to review films on nursing and other aspects of health and medicine, psychology, social science and the humanities; to administer a film library; to develop film materials; to cooperate with film producers; to prepare film programs for the national conventions.

### ACTIVITIES:

*Production:* Several films are currently in production or in advanced planning stages. These are designed for nursing education, nurse recruitment, and public information.

*Distribution:* The library contains films and slides available to members. Catalog listing of these films is available without charge to any interested film user.

*Utilization:* Consultant service in selecting films and planning film programs is given.

#### **PUBLICATIONS:**

Reviews of 16mm films evaluated by special nursing committees are included regularly in the "American Journal of Nursing," official organ of the ANA, about 120 pp. an issue, subscription \$4.00 per year.

Film notes are carried in "Nursing Outlook," official organ of the National League for Nursing, about 65 pp. an issue, subscription \$4.00.

"Film Round-up" of outstanding productions, a double-page reprint from the "American Journal of Nursing," is issued once a year. One copy is available from ANA to any interested film user free of charge, additional copies 10¢ each.

Film guides for discussion leaders are available without cost to all ANA and NLN members, and to others at a cost of 20¢ each.

#### **PERSONNEL:**

There are three full-time employees in the Film Service out of a total of 264 on the staffs of ANA and NLN. A staff reviewing committee is composed of thirteen members, and volunteer professional committees throughout the country number about 250 persons. Kathryn Linden, Director, was for seven years Assistant in the Department of Education of the Metropolitan Museum of Art; then Audio-Visual Director of the East-West Association. She was co-producer of "Through China's Gateway," a sound filmstrip series narrated by Pearl Buck.

#### **MEETINGS:**

Films are shown regularly each day during the conventions of ANA and NLN. (ANA meets biennially in even years, and NLN meets biennially in odd years.) These showings are generally restricted to members. However, invitations are extended to film people on request.

#### **FINANCING:**

ANA is financed mainly by membership dues. NLN is financed by membership dues, earnings, grants from foundations, and others. The Film Service expenses are included in the budgets of the two national organizations. The film library is operated on a self-sustaining basis.

#### **HISTORY:**

An audio-visual program was organized by the American Nurses' Association in 1948, at which time the office of audio-visual consultant was established and a staff committee on films set up. The basic purpose of the committee was to find films that might be useful to nurses, both professionally and as individuals, and to plan the convention film programs. From the beginning, the committee on films has been comprised of staff members of the major nursing organizations. The present ANA-NLN Film Service was es-

## ANA-NLN

established as a cooperative service by action of the boards of directors of the ANA and the NLN in January, 1953.

### FORECAST:

It is anticipated that an increasing number of producers will be coming to the Service for technical consultation on films in which nurses are portrayed. The ANA and NLN themselves are planning a number of productions. The service is expanding its facilities for reviewing films through volunteer reviewing groups of nurses in all major fields of nursing and clinical specialties throughout the country. It is hoped to build up the film library to include a greater number of films in the various health and sociological fields. The service plans also to stimulate forum presentation of films through printed discussion guides, demonstration, and consultation.

## AMERICAN PLANT FOOD COUNCIL, INC. (APFC)

*President*, PAUL T. TRUITT

817 Barr Building, 910 17th Street, N.W.  
Washington 6, D.C.

NAtional 8-8331  
FOunded 1945

*Members:* Members represent a cross section of the fertilizer industry, including producers of raw materials, and mixers

*Director of Information:* Louis H. Wilson

*Agronomist:* Willard H. Garman

### AIM:

To educate the public about fertilizers; the importance of maintaining, replenishing, and increasing the fertility of our soils is the theme of the Council's films. Careful attention is given to the presentation of information that is in harmony with the recommendations of land-grant colleges. To serve members with a program of public relations, publications, visual aids, television, radio, and other accepted mass media employed to serve agriculture.

### ACTIVITIES:

*Production:* The Council has produced two educational films. One is a 24-minute, black-and-white, sound film built around some of the agricultural experiences of George Washington and the importance he placed on plant foods in a well-rounded land management program. The other tells the story of plant nutrition and employs time-lapse photography, animation, and general farm scenes. It is in color, sound, and runs 27 minutes.

*Distribution:* There are available 150 prints of each production. They may be borrowed free, except for return transportation. Requests should be directed to the Director of Information,

at the above address. One or more prints are on deposit in Extension Service libraries on a long-term loan basis.

**PUBLICATIONS:**

All new films produced by the APFC are announced in our quarterly magazine, the "Plant Food Journal." All productions are reviewed by the Farm Film Foundation. Announcements of the availability of our services are carried in farm and trade magazines serving agriculture.

**PERSONNEL:**

Nationally known scientists are consulted in the production of films. The Council's Agronomic Advisory Committee, consisting of 12 members, serves in the role of subject-matter advisors, as production consultants, and as a Board of Review.

**MEETINGS:**

As new films are produced, they are shown before fertilizer industry groups and to members of other national organizations serving agriculture, such as the American Society of Agronomy, National Association of County Agricultural Agents, National Grange, etc. Professional producers are employed, but the visual aids departments of land-grant colleges are used in the production of some television "shorts."

**FINANCING:**

All films produced by the APFC are financed from membership dues and production costs are included in the budgets of the organization. APFC defrays the cost of outgoing transportation and the user of the film pays the return transportation.

**HISTORY:**

Use of visual aids became an integral part of APFC one year after the organization was founded.

**FORECAST:**

APFC will have a continuous film production program consistent with a policy designed to insure a more enlightened agricultural population and consistent with the efforts of the land-grant colleges in disseminating information on sound, scientific research and educational programs.

## **THE AMERICAN RADIO RELAY LEAGUE, INC. (ARRL)**

*Secretary and General Manager, A. L. BUDLONG, W1BUD*

38 La Salle Road

West Hartford 7, Connecticut

ADams 3-6268

Founded 1914

*Members:* Over 50,000 amateur radio enthusiasts in the U.S. and Canada. More than 750 affiliated club groups (composed of 51% or more ARRL members)

**ARRL TRAINING AIDS:**

*Director:* Ellen White, W1YYM

**AIM:**

To increase the electronic knowledge and skills of radio amateurs by free loan of visual aids to affiliated club groups.

## *American Radio Relay League*

### **ACTIVITIES:**

*Production:* The visual aids phase of ARRL Training Aids has produced two slide collections, films, and other visual materials.

*Distribution:* About 33 films, 13 filmstrips, and two slide collections are maintained in the film library. Catalog listing of these, and additional training-aid material, with full rules for use, are available only to ARRL-affiliated clubs.

### **PUBLICATIONS:**

"ARRL Training Aids and Rules for Use," eligibility and shipping information, 5 pp., is available to amateur radio groups.

### **PERSONNEL:**

The film department is part of the Training Aids branch, and is coordinated and supervised by one person full-time, and part-time by one person. A total of 63 people is employed at the ARRL headquarters. Ellen White, Director, has been an active radio amateur for some years, in both the Eastern and Western portions of the U.S. Her knowledge and experience in amateur radio problems and practices has aided in the development of training aids for the amateur. She has previously had engineering, announcing, and script-writing experience with broadcasting stations in Hawaii and California.

### **MEETINGS:**

Films are reviewed regularly, as appropriate technical items become available for acquisition. A review committee of from six to ten persons presents a cross section of opinion on each new item.

### **FINANCING:**

The services of ARRL, including those of the Training Aids department, are financed through the regular budget of the national organization. Membership in the League helps make the multitude of services available to individual amateurs as well as to amateur radio as a group. League membership brings with it the monthly periodical "QST." Full membership is granted to licensed amateurs in the U.S. and Canada, associate membership is available to amateurs in foreign countries as well as to those nonlicensed "prospective" radio amateurs in this country.

### **HISTORY:**

Since World War II, a great number of technical visual aids have become available through their release for sale, for public educational use. Their availability and effective presentation of electronics principles led to the formation of the ARRL Training Aids service in 1946. ARRL affiliated clubs may use League training aids with no charge other than return shipping fees.

### **FORECAST:**

It is anticipated that an increasing number of items will be added to the current list of visual aids. The amateur radio operators continue to grow in number, and cause the headquarters group to continue even more firmly their objectives, "Of, by and for the radio amateur."

# AMERICAN SOYBEAN ASSOCIATION

Secretary, GEORGE M. STRAYER

Hudson, Iowa

196  
Founded 1920

*Members:* About 6,000 firms and individuals interested in all phases of the soybean industry. These members are scattered all over the U.S., with the majority of them located in the heavy soybean producing areas.

## **CIRCULATION DEPARTMENT:**

*Circulation Manager:* Delmar C. Cobie

## **AIM:**

To distribute films to aid in the promotion of all phases of the soybean industry.

## **ACTIVITIES:**

*Distribution:* At present the Department distributes three different films about soybeans. These are available for the cost of the postage.

## **PUBLICATIONS:**

"The Soybean Digest," a monthly publication designed to keep members informed on all phases of the soybean industry  
"The Soybean Blue Book," an annual directory of the soybean industry

## **FINANCING:**

The Association is financed through the membership fees, and any cost involved in distributing the films is financed by the membership fees.

# AMERICAN UNITARIAN ASSOCIATION (AUA), Division of Education

Director, ERNEST W. KUEBLER

25 Beacon Street

Boston 8, Massachusetts

Capitol 7-3660

Division of Education founded 1937

## **VISUAL AIDS LIBRARY:**

*Film Librarian:* Ann W. Denard

## **ACTIVITIES:**

The Visual Aids Library acts as a clearing house on information about films for Unitarian organizations and others; reviews films on religion, psychology, social science, and the humanities; administers a film library; assists groups in arranging educational and religious classes and programs.

A yearly catalog or visual aids list is distributed without cost within the denomination; 25¢ per copy to non-Unitarians.

## **FINANCING:**

The Division of Education of the American Unitarian Association

### *American Unitarian Assn.*

is financed mainly through the budget of the AUA. The film library is operated on a partially self-sustaining basis.

#### **HISTORY:**

As church groups have needed films to carry on their work we have expanded our services.

## **THE AMERICAN WATERWAYS OPERATORS, INC.**

*President*, CHESTER C. THOMPSON

1319 F Street, N.W.  
Washington 4, D.C.

District 7-9250  
Founded 1944

*Members:* Operators and builders of barges and towing vessels on the navigable rivers and canals, and in the harbors of the U.S.A.

#### **PUBLIC RELATIONS DEPARTMENT:**

*Director:* Yates Catlin

#### **AIM:**

Public information.

#### **ACTIVITIES:**

*Production:* One film has been produced to date.

*Distribution:* The Department has 15 black-and-white prints for television and 15 color prints for audience showing. A descriptive folder and booking cards are available.

#### **PERSONNEL:**

The Department has two part-time employees.

#### **FINANCING:**

The American Waterways Operators, Inc. is financed by membership dues. The motion picture was financed by voluntary contributions from members.

#### **HISTORY:**

In making the film, the American Waterways Operators, Inc. was motivated by a desire to inform the American public on a broad conservation subject.

#### **FORECAST:**

A second film is contemplated.

## **AMERICAN WATER WORKS ASSOCIATION, INC. (AWWA)**

*President*, MORRISON B. CUNNINGHAM

*Secretary*, HARRY E. JORDAN

521 Fifth Avenue  
New York 17, New York

Murray Hill 2-4515  
Founded 1881

*Members:* Approximately 10,000, mostly superintendents and engineers of water supply utilities, but also men in related fields, a number of utilities, and about 300 manufacturers

#### **ACTIVITIES:**

At its national meeting annually, and at many of its 35 to 40 regional meetings, the Association shows films in conjunction with its technical sessions—films loaned by outside organizations, usually manufacturers of water works equipment or materials. AWWA also endeavors to keep a current list of films suitable for this purpose and to pass that information along to the 30 regional sections included in the organization.

### **ANTI-DEFAMATION LEAGUE OF B'NAI B'RITH (ADL)**

*National Director, BENJAMIN R. EPSTEIN*

212 Fifth Avenue  
New York 10, New York

Murray Hill 6-8010  
Founded 1913

*Members:* The League maintains 25 regional offices in the U.S., servicing interest groups—fraternal, civic, veterans, labor, school, church—in 1,000 communities. The League also services the B'nai B'rith membership of 350,000, and other groups associated with B'nai B'rith, whose total membership exceeds 100,000.

#### **MOTION PICTURE AND TELEVISION DEPARTMENT:**

*Director:* Maury J. Glaubman

#### **AIM:**

To use effectively film and television media for promotion of better relations among people of various races, religions, and national backgrounds; to reduce prejudice and discrimination based on a man's creed, the color of his skin, the place of his birth.

#### **ACTIVITIES:**

*Production:* The Motion Picture and Television Department produces its own films—over one dozen 16mm sound films, color and black-and-white, cartoon and “live” treatment—and uses films of other organizations which are devoted to the major themes of brotherhood, prejudice, and discrimination.

*Distribution:* The Department seeks to reach both a mass audience, that captured by television, and a specific audience: the church, school, labor union, veterans, foreign language groups, women's organizations, civic, social, and fraternal bodies. For this reason, it operates through the ADL regional offices and through major commercial distributors.

The ADL “Freedom Film Library” catalog lists over 50 films and filmstrips which are promoted and distributed throughout America. The league makes its films available to tv stations without charge.

*Utilization:* The Department serves the ADL regional offices as the chief resource unit for film and television information. It

## *Anti-Defamation League*

alerts the offices to new film and television materials, such as films, discussion guides, programs, formats, and advises both through correspondence and in person on local film and television programming. It informs the offices on all film and television developments: productions, policies, and events relating to prejudice and discrimination. The Motion Picture and Television Department also faces out into the general film and television field, being a major resource group for television stations, film companies, and other agencies interested in producing and promoting programs and materials on the improvement of relations among Americans of all races, religions, and backgrounds.

### **PUBLICATIONS:**

"Freedom Film Library," a catalog which lists over 50 films and filmstrips, ADL-produced and otherwise, which are promoted and distributed throughout the country

"Guide to Films in Human Relations," presently being prepared in cooperation with the Department of Audio-Visual Instruction (DAVI) of the National Education Association

### **PERSONNEL:**

The Department is composed of the Director and the Assistant Director, plus four lay advisors representing the motion picture and television fields. Maury Glaubman has been a film, radio, and magazine writer for 18 years. He has written and produced over 50 educational films for such organizations as Young America Films, U.S. Army Signal Corps, General Electric, Dictaphone Corporation, American Cancer Society, General Outdoor Advertising Corporation, McGraw-Hill Book Company, and Westinghouse. Before joining the Motion Picture Department of the ADL in 1949, he was production supervisor for Transfilm, Inc., producers of educational, documentary, and television films.

*Assistant Director:* Herbert Jaffa

In addition, film libraries are maintained in each of the 25 regional offices, and a few of the larger ones include staff personnel whose duties are primarily film ones.

### **MEETINGS:**

The ADL holds various regional meetings and conferences throughout the year and a national conference toward the end of the year. At these meetings, attended by staff and lay leaders, various policies and projects are discussed. The past year's program is evaluated, plans for the following year are developed, reports are offered about promotion and distribution of existing films and production plans for new ones, and new films, already completed, are screened.

### **FINANCING:**

The Anti-Defamation League, a nonprofit organization, is financed by the community through the Joint Defense Appeal and various local welfare funds. The Motion Picture and Television Department receives an annual allocation.

#### **HISTORY:**

The ADL's first film production was in 1946, a color cartoon narrated by Vincent Price, which dramatized the contribution of various national groups to American social and economic life. In 1948 ADL produced some animated color cartoons of good will, and a more ambitious full-length film which emphasized the bad effects of prejudice on those who foster it, rather than on its victims. The years 1948-49 also saw the development of several filmstrips. Then came a documentary treatment of children's experiences in an interracial camp; and in the same year, a film which depicted various Jewish holiday customs. More recently there have been productions based on the report of the President's Committee on Civil Rights; on the disease of prejudice passed on by the parent to the child; and on the heritage of human rights which belongs to man, but which he must be responsible for.

Almost simultaneously with the first ADL production in 1946, the Department began its function as a resource unit to the ADL regional offices networking the country. It became a central storehouse of film information, and gradually helped set up film libraries in the various regional offices. By 1949, the Department had also become a major resource group which served not only its own constituency within the ADL-B'nai B'rith framework, but also the general film field.

#### **FORECAST:**

The Department has completed for 1954 three discussion films for television on human rights, rumor, and prejudice. This was done in cooperation with the Center for Mass Communication of Columbia University. The films will be included in the CMC "Challenge" series and distributed throughout the country.

A series of one-minute tv spots is also ready for distribution, as well as a short discussion film which employs the camera eye and double ending technique.

There will be an increased emphasis on techniques of film presentation and promotion of the concept of the film as a "trigger" to discussion.

## **ASSOCIATION OF AMERICAN MEDICAL COLLEGES (AAMC)**

*Secretary*, DEAN F. SMILEY, M.D.

185 North Wabash Avenue  
Chicago 1, Illinois

STate 2-8870  
Founded 1876

*Members*: 80 institutional memberships (U.S. medical colleges): 11 affiliate institutional memberships (Canadian medical colleges and Philippines College of Medicine). A 1953 revision of the constitution provides for individual memberships and for sustaining memberships.

**MEDICAL AUDIO-VISUAL INSTITUTE:**

*Director:* J. Edwin Foster

**AIM:**

To serve as a center of study and advancement of audio-visual materials in medical education and to provide services to implement this objective.

**ACTIVITIES:**

*Production:* For purposes of experimentation and personnel training, the Institute has produced a few selected medical films. Currently being completed is a series of 37 short teaching films in fundamental oncology.

*Distribution:* The Institute presently maintains a small film library for the purpose of experimental distribution, and for the distribution of selected films not available elsewhere.

*Utilization:* Information and services contributing to improved utilization practices constitute a major portion of the present program. These activities include experimental studies of medical film utilization, audio-visual preview circuits for the medical colleges, publications, and the development of qualified audio-visual coordinators in the medical schools.

**PUBLICATIONS:**

The Institute maintains a continuous program of publication. Two recent publications are:

"Films in the Cardiovascular Diseases, Survey, Analysis and Conclusions" by David S. Ruhe, M.D., Adolf Nichtenhauser, M.D., Leo L. Leveridge, M.D., Henry J. Weintraub, M.D., Norton M. Luger, M.D. Published jointly with the American Heart Association. 128 pp. \$1.50 (paper cover), \$2.00 (cloth cover)

"Films in Psychiatry, Psychology and Mental Health" by Adolf Nichtenhauser, M.D., Marie L. Coleman, David S. Ruhe, M.D. Published by Health Education Council, N.Y. 269 pp., \$6.00

The Institute maintains a regular Audio-Visual Section in, and contributes articles to, the "Journal of Medical Education" (circulation 5,500, \$7.00). The Audio-Visual Section contains film reviews and editorialized news.

**PERSONNEL:**

The Institute has a full-time staff of three members, plus reviewers, contractees, and consultants, out of a total of 24 on the staff of the AAMC. J. Edwin Foster has for the past ten years been concerned with film distribution and utilization in the Canadian army, the National Film Board of Canada, the Audio-Visual Center of Indiana University, and the Department of Extension and Adult Education, University of Manitoba.

*Consultant:* David S. Ruhe, M.D.

**MEETINGS:**

In addition to reports and committee meetings, recently produced medical teaching films are shown.

**FINANCING:**

The Institute is financed through the AAMC, philanthropic foundations, grants, and contracts for specific projects or services.

**HISTORY:**

The Institute maintains the same aims as at the time of establishment in 1949. Original emphasis was on evaluative film reviewing and counsel in production. The present emphasis is on utilization and distribution.

**FORECAST:**

Medical educators will demand teaching films more nearly tailored to their individual use in the classroom situation. These films will be short, may be described as "slides in motion," "phrase films," or "sentence films," as opposed to the "chapter film" or "essay film." Planned utilization experiments will point the way to, and lend prestige to, more intelligent film use.

## **ASSOCIATION OF AMERICAN RAILROADS (AAR)**

*Vice President,* ROBERT S. HENRY

Transportation Building  
Washington 6, D.C.

NAational 8-9020

**ACTIVITIES:**

*Production:* The AAR has produced two 16mm, sound motion pictures in color. One film tells the story of the essentiality of the railroads in the movement of the Armed Forces, together with matériel and supplies in time of national defense or of war. The other motion picture deals with the ceaseless research, inventiveness, and investment which underlie the increasing efficiency of America's railroad network.

*Distribution:* Prints of the first film described above can be procured on a free loan basis by application to any of the larger railroad companies or from AAR for showing before nontheatrical audiences including television usage. The other film is receiving nationwide circulation at the hands of several distributors—as well as the AAR itself—as listed in the Association's "Railroad Film Directory."

The "Railroad Film Directory" also lists about 250 films and filmstrips owned by or relating to the American railroads, stating where they may be obtained.

## **ASSOCIATION OF CASUALTY AND SURETY COMPANIES**

60 John Street  
New York 38, New York

HANover 2-9420

**ACCIDENT PREVENTION DEPARTMENT**

## *Assn. of Casualty and Surety Companies*

### **AIM:**

The Department acts as a clearing house on information about films on safety subjects. Information is furnished to safety engineering departments of our more than 100 member companies, and to other interested parties, such as state and local insurance agents, associations, state and local educational agencies, and other interested groups.

### **ACTIVITIES:**

A periodical bulletin entitled "Safety Film News," which reviews and evaluates safety films, is distributed to interested agencies. A staff member serves on the National Committee on Films for Safety, which annually judges recently produced safety films and makes awards to producers. The Department does not distribute films.

### **PERSONNEL:**

The Department has no one staff member devoting full time to film services.

## **ASSOCIATION OF NATIONAL ADVERTISERS, INC. (ANA)**

*President, PAUL B. WEST*

285 Madison Avenue  
New York 17, New York

ORegon 9-4940  
Founded 1910

*Members:* Approximately 500 member corporations engaged in advertising on a national or regional basis

### **ANA FILMS STEERING COMMITTEE FOR ANA FILMS GROUP:**

*Chairman:* John Flory, Eastman Kodak Company

### **AIM:**

To provide ANA member companies with cost, technical, distribution, and other information about business motion pictures and related audio-visual materials; to conduct basic studies in the field; and to publish for the benefit of the field as a whole those of its findings which are not of a confidential nature.

### **ACTIVITIES:**

The ANA Films Steering Committee initiates and executes projects. Its proceedings and reports are then channeled to members of the ANA Films Group, whose members participate in surveys and film panels when held at ANA spring and annual meetings.

The ANA Films Steering Committee, whose activities were started in 1945, is currently concluding an authoritative study of what ANA member companies are spending for advertising and public relations films. It is hoped that the findings will be published in a form available to the general public. They will contain heretofore inaccessible data on business films audiences and costs.

Meanwhile, various other subcommittees are preparing reports to ANA members on such topics as: Business Sponsored Educational Films; TV Distribution for Ready-Made Business Films;

Films in the Export Market; The Use of Library of Congress Film Catalog Cards; Magnetic-Optical 16mm Sound Motion Picture Projectors; Simplification of U.S. and Foreign Customs Procedures Covering 16mm Films.

**PERSONNEL:**

With the exception of the ANA Committee Liaison Officer, all ANA Films Committee personnel are volunteer members of the Association of National Advertisers.

**MEETINGS:**

The ANA holds two large national meetings each year. It has been the practice to include film showings as a part of these programs. Occasionally, Films Committee reports are given to the general body.

## THE ATHLETIC INSTITUTE (AI)

*President, COL. THEODORE P. BANK*

209 South State Street  
Chicago 4, Illinois

Harrison 7-9399  
Founded 1934

*Members:* 175 sporting goods manufacturers and suppliers

**FILM DEPARTMENT:**

*Director:* Bob Inserra

**AIM:**

To produce, distribute, and promote those films or visual aids which will best suit the general aim of the Athletic Institute—the dedication to the advancement of athletics, physical education, and recreation in the United States.

**ACTIVITIES:**

*Production:* Three 16mm films dealing with community recreation have been produced, plus ten sound slidefilms. The 16mm films are designed to point up the value of a complete recreation program to the community.

*Distribution:* The three 16mm films are offered for direct sale or on a rental basis. Distribution of these films is handled by Association Films, 206 S. Michigan Avenue, Chicago, Ill.

**PUBLICATIONS:**

"Sports Film Guide" (1952-53) produced with the cooperation of the editors of "See and Hear." This contains listings of nearly 1,000 sports, physical education, and recreation films. 44 pp. Illus. \$1.00

"Aids for Physical Education, Athletics and Recreation" is the Athletic Institute's catalog (1954). It includes descriptive information on 16mm films and sound slidefilms, prices, and other pertinent matters. Free

**PERSONNEL:**

There are two full-time employees in the Athletic Institute Film Service. Bob Inserra has been Director of the AI Film Department

## *Athletic Institute*

since March, 1954. A graduate of Indiana University, Inserra received a B.S. degree in marketing. He is now enrolled in Northwestern University's Medill School of Journalism.

### **MEETINGS:**

A film is shown at the annual meeting if an appropriate one has been produced within that year.

### **FINANCING:**

The AI and its film program are financed mainly by annual membership dues and by special grants by the sporting goods industry for special projects.

### **HISTORY:**

In 1946, the Institute saw the need for some motivating force to carry the important message of community recreation planning, organization, and programing to new groups and to interested civic organizations. To meet this need, the Institute produced two color, sound, promotional films designed to motivate communities to initiate or expand facilities, programs, and leadership for sports and recreation. In 1948, the Institute produced a third 16mm film on community recreation. At this time also, seeing the need for low-cost, audio-visual sports and physical education teaching aids, the Institute initiated its sports instructional slidefilm program. So far, ten subjects have been produced.

### **FORECAST:**

Tentative plans call for the production of another 16mm film dealing with physical education, designed to point up the need for physical education in the total education program. Plans also call for production of more sports instructional slidefilms. There are now 10 sports included in this program, and The Athletic Institute hopes to increase this number to 25 within the next five or six years.

## **BOY SCOUTS OF AMERICA**

*Chief Scout Executive*, ARTHUR A. SCHUCK

2 Park Avenue  
New York 16, New York

LEXington 2-3200  
Founded 1910

*Members:* 3,158,165 boys and leaders, as of October 31,  
1953; 2,760 professional men

### **VISUAL EDUCATION SERVICE:**

*Director:* Irvine H. Millgate

### **AIM:**

The Boy Scout program is created and administered by thousands of volunteers in local communities. This imposes a heavy training job upon the professional Scout personnel. Visual aids were adopted by the National Council as a method to supplement, standardize, and improve the performance of volunteers in carrying on Scouting activities. This service was organized to produce and distribute such visual aids.

**ACTIVITIES:**

*Production:* The Visual Education Service consists of a complete production unit for the creation of motion pictures, filmstrips, turn-back charts, and drawings. It maintains a motion picture production studio with lighting, carpenter shop, a motion picture live sound camera crew and multiple camera units, sound recording studio, disc recording facilities equipped for five-channel mixing, cutting rooms, and darkroom facilities.

*Distribution:* The distribution system at the home office consists of complete checking, maintenance, repair, and sales promotion organization. All sales of produced visual aids are made through the Two Park Avenue office. The rentals of the material are serviced through the resources of Association Films in Chicago, San Francisco, and Dallas, for which the Boy Scouts of America subsidize the expense. The Eastern section is serviced through Two Park Avenue.

**PUBLICATIONS:**

Once a year a Visual Aids Guide is released, describing the various motion pictures and filmstrips which are available, including prices, length, and other pertinent details. Supplementary booklets and study guides are also available.

**PERSONNEL:**

The key permanent personnel of the Service consists of 16 people, supplemented as the demands of production change. The maximum runs to about 30, not including actors. The entire National Staff of the organization also spends time as advisors and as writers for the visual aids.

**MEETINGS:**

Production is a year-round program based on annual needs. At annual meetings (National Council) such visual aids as are pertinent are always used, but their broadest use is in response to a daily continuous demand from communities who are utilizing our materials for training purposes.

**FINANCING:**

The financing of the National Council, Boy Scouts of America comes mainly from the registration fees of its members, both boys and adults, and from public subscription and trust funds. The Visual Education Service is financed in two ways: (1) subsidies from the National Council and (2) income from sales and rentals. The National Council, Boy Scouts of America established a revolving fund in 1942, which provides the capital for the production of visual aids. The capital in turn is returned through sales and rentals over a period of five years, as the financing plan was designed on a five-year formula.

**HISTORY:**

The Visual Education Service began in 1939, and for the first three

## *Boy Scouts of America*

years was a part of the Public Relations Service of the Boy Scouts of America. In 1942 it was made a separate Service and attached to the Program Division.

### **FORECAST:**

We believe that the greatest contribution this program can make to the Boy Scouts of America is to aim at better trained leadership. To this end, we are:

(a) Intensely studying the development of educational noncommercial television, and the utilization of commercial television for our training purposes, and are now in the midst of producing 13 television shows.

(b) Producing supplementary visual aids that can help further reinforce the motion picture to make it more effective, and to insure its proper utilization. To this end we are developing a series of motion pictures to be used in connection with a turnback chart.

(c) Releasing a public relations film on the Boy Scout Jamboree, of which there are three versions, one for domestic use, one for European distribution to dramatize the American way of life as it applies to a boy, and one for theatrical distribution.

(d) Experimenting with our new type of catalog to see whether or not it will contribute to better use of our visual aids.

## **THE BROOKINGS INSTITUTION**

*President*, ROBERT D. CALKINS

722 Jackson Place, N.W.  
Washington 6, D.C.

NAtional 8-8940  
Founded 1927

### **EDUCATION DIVISION:**

*Director*: Charles A. H. Thomson

### **AIM:**

To present on film some of the major findings and data of current and forthcoming Brookings Institution publications. To thus provide materials for the examination of economic, governmental, and social problems and for the clarification of issues of public policy.

### **ACTIVITIES:**

*Production*: Two films have been made in collaboration with established producers.

*Distribution*: Distribution is primarily through Encyclopaedia Britannica Films.

*Utilization*: The Institution tests its own films, and engages in informal consultation on the communications problems involved in film presentation of topics relating to public policy and the social sciences.

### **PUBLICATIONS:**

"Big Enterprise in the Competitive System," the script of a film of the same name, based on an investigation by A. D. H. Kaplan and

associates. Single copy 5¢. For quantity rates, apply to the Institution.

**PERSONNEL:**

The work of the Division is carried out under the guidance of the Director by contract arrangements, and in collaboration with other members of the professional staff.

**FINANCING:**

The Education Division program has been financed from grants from the Maurice and Laura Falk Foundation and the Alfred P. Sloan Foundation. The Institution is financed from its own endowment, from grants from foundations, from contracts with public institutions, and from the sale of its publications.

**HISTORY:**

The Division was founded in July, 1951. The first publications were restricted reports of a study of the problem of economic education as shown by public opinion poll data; of two studies of the effect of an entertainment film and two educational films on a similar economic area; and the pamphlet "America's Wealth."

The first film produced was on the subject of competition and big business, and the second is a longer treatment of roughly the same issues.

**FORECAST:**

A third film dealing with the problem of formation of foreign policy is now being made. Further films will be made from time to time, as they relate appropriately to forthcoming Brookings publications.

## **CAMP FIRE GIRLS, INC.**

*President,* MRS. WARREN C. HUNTER

16 East 48th Street  
New York 17, New York

PLaza 5-0842

*Members:* 298 Councils; 370,000 members

**PROGRAM DEPARTMENT:**

*Program Specialist:* Mrs. Eleanore Korman

**ACTIVITIES:**

Filmstrips, slides, trailers, special slides with script commentary, and adaptable discussion guides for use in the training of adult volunteer leaders are made available to local Camp Fire Councils.

**PUBLICATIONS:**

The two official publications of the organization, "The Camp Fire Girl" and "Monthly Guides," frequently carry suggestions, special articles, and reviews about suitable films which may be of interest to local councils.

Lists of suitable films are provided each Council for its resource file, including information on where the films may be obtained.

## *Camp Fire Girls*

### **PERSONNEL:**

No specialists in visual aids are employed by the organization.

### **MEETINGS:**

Professional and volunteer members are given assistance in the use of visual aids at workshops, clinics, and institutes, as well as at our national triennial conferences where the opportunity for demonstration sessions is provided. In the latter case, experts in the audio-visual field are brought in.

### **FINANCING:**

Visual materials are provided for in the total national budget. Specific aid, such as filmstrips, tv slides, and trailers are sold at cost to local Camp Fire Councils which request them.

### **FORECAST:**

It is our hope that at some future date we shall be able to set up a reasonably comprehensive program, to serve our Councils and at the same time tell the Camp Fire story of service to the girl and the community to a wider audience. Camp Fire Girls has not yet made a movie of its own. This, too, is on the agenda for the future.

## **CANADIAN ASSOCIATION FOR ADULT EDUCATION (CAAE)**

*Director, J. R. KIDD*

143 Bloor Street West  
Toronto 5, Ontario, Canada

WAlnut 3-3519  
Founded 1935

*Members:* About 700 individuals. Over 100 organizations are associated with the CAAE in the Joint Planning Commission.

### **AIM:**

To give support and encouragement to all forms of adult education in Canada.

### **ACTIVITIES:**

CAAE holds national and regional conferences, engages in research, arranges staff training institutes advising individuals and groups, and maintains a clearing house.

CAAE conducts workshops on film utilization, gives advice on the use of films for national conferences and international conferences held in Canada, and prepares film evaluations. The Association also organized the Canadian Film Awards.

### **PUBLICATIONS:**

"Film Services in Canada," a report of a two-year study of film services, including production, evaluation, and distribution. 1949. (Now out of print)

"Film Utilization" by J. R. Kidd and Carter Storr. 1951. French version, 1953. Illus. \$1.00

"Pictures with a Purpose," by J. R. Kidd. Distribution and use of nontheatrical films in Canada. 1953. 72 pp. (Limited supply)

"Film Evaluations." Evaluations of 500 films distributed in Canada. (Supply restricted)

"Food for Thought." Journal of CAAE, published eight times a year. Regular articles on film use. \$2.00 a year

**PERSONNEL:**

No persons are hired by the CAAE specifically for film services.

**HISTORY:**

The CAAE works very closely with the National Film Board of Canada, the Association of Film Councils, and the Canadian Film Institute. It is effective not so much by providing a specialized film service as by advising and assisting with the use of films in all aspects of the adult program.

The Canadian Film Awards are presented each year to honor the producers of outstanding motion pictures in Canada, theatrical, non-theatrical, and amateur. This project is now administered jointly by the CAAE, the Canada Foundation, and the Canadian Film Institute.

## **CANADIAN FILM INSTITUTE (CFI)**

*Executive Director*, GORDON ADAMSON

142 Sparks Street  
Ottawa, Canada

3-6259  
Founded 1935

*Members:* 65 public libraries and film councils; 39 business firms; 38 film societies; 38 voluntary organizations; 20 government departments; 15 universities and school boards; 88 individuals (information services)

**AIM:**

"To encourage and promote the study, appreciation, and use of motion and sound pictures and television as educational and cultural factors in the Dominion of Canada and elsewhere."

**ACTIVITIES:**

*Production:* The Institute is one of the co-sponsors of Canadian Film Awards, which annually provides public recognition for the achievement of Canadian film makers. The awards also encourage high standards of film making, direct public attention to films made in Canada, and encourage wider use of film by corporations, governments, and other organizations.

*Distribution:* A national circulating film library has been operated since 1939. Approximately 5,000 films are available for loan, including the collections of many different government information services. Through its relationship with public libraries and universities operating local and regional film services, the Institute's films are conveniently available to borrowers in many parts of Canada. Duplicate copies of films are also deposited for circulation with member film libraries throughout the country. The library does not ship films outside Canada.

## *Canadian Film Institute*

A procurement service for film societies, business firms, and other users provides centralized booking and customs clearance on importations.

As a clearing house on film information, the Institute answers innumerable inquiries on all manner of questions related to films and their use.

**Utilization:** Complete programing services are provided to member organizations to assist them in making full and effective use of films in their particular areas of interest. Research into films available, procurement, importation, preview, evaluation, utilization techniques, distribution of prints, information, and promotion services are all offered to members developing film programs.

In the fields of business, science, trade union and film societies, special projects have helped to increase the resources available.

### **PUBLICATIONS:**

"Canadian Film News," the only 16mm periodical published in Canada, features articles, news, and film reviews. Six issues for \$1.00

"Documentary and Educational Films in Canada" (1935-50) by D. W. Buchanan. An historical study of the development of film production, distribution, and use, with special emphasis on the National Film Board and the Canadian Film Institute. \$1.00

"Special Film Lists" have been prepared in a number of subject fields, since the film catalogs published in 1947 and 1948 are now out of print.

"Canadian Newsreel," a ten-page multigraphed newsletter for film societies. 8 issues a year. Subscription \$1.00

"International Film Catalogue," evaluations and descriptions of nearly 200 feature films recommended for film society use.

"Science Evaluations." The Scientific Division of the Institute has published approximately 300 evaluations of films available in this field.

### **PERSONNEL:**

The present staff of the Institute comprises nine full-time employees.

### **MEETINGS:**

The annual meeting of the Institute, usually held in the fall, receives reports on finance, membership, and highlights of the year's activities. A Board of Directors and the National Council, an advisory body, are elected annually by the members in attendance at the meeting.

### **FINANCING:**

The revenue of the Institute is derived from the service charge on films loaned, membership fees, publications, and service charges on procurement. As a voluntary nonprofit service organization, the Institute is also permitted to receive tax-exempt contributions from the public.

**HISTORY:**

Chartered by the federal government in 1935, the National Film Society of Canada was patterned after the British Film Institute, which had been established the previous year. Grants in 1939 from the British Imperial Trust and the Rockefeller Foundation made possible the establishment of a national office and a circulating film library. Gradual expansion of activity has been made possible by the increase in membership and by the various services rendered for the National Film Board. The name of the organization was changed from the National Film Society to the Canadian Film Institute in 1950.

**FORECAST:**

During the last few years several national surveys have been made into needed film services, and their recommendations will be implemented as financial support for them can be found. Most urgently needed is an expanded information service, which would include the preparation of a union catalog of films currently circulating in Canada and the publication of evaluations, special film lists, and other program aids. With an ever-increasing number of film distribution centers being set up across the country, more adequate film cataloging services are necessary.

**CHAMBER OF COMMERCE OF THE UNITED STATES**

*Executive Vice President*, ARCH N. BOOTH

1615 H Street, N.W.  
Washington 6, D.C.

National 8-2380  
Founded 1912

*Members:* 3,100 commercial and trade organizations  
and more than 21,000 business members—firms, corporations and individuals

**EDUCATION DEPARTMENT:**

*Manager:* Paul H. Good

*Specialist, Visual Education:* Carl B. Foster

**AIM:**

To promote the use of 16mm motion pictures that will develop a better understanding of the operation of business and of our competitive enterprise system.

**ACTIVITIES:**

*Production:* A 16mm sound film has been produced, in color, with both live action and animation, and running 20 minutes. This film explains the work of the National Chamber.

*Distribution:* In addition to the above film, there is a 16mm sound film in color on advertising, which is distributed by the Committee on Advertising, Chamber of Commerce of the United States. The Domestic Distribution Department of the National Chamber also distributes a 16mm black-and-white sound film on American opportunity. Free descriptive leaflets on the ad-

## *Chamber of Commerce of U.S.*

vertising film and on the American opportunity film are available.

*Utilization:* The Department provides film information and consultant service to local chambers of commerce, trade associations, business firms, schools, and other organizations interested in using films to explain the American business system.

### **PUBLICATIONS:**

"Films to Explain American Business," \$2.50 per subscription.

Each subscription includes:

A film-discussion handbook for organization leaders, which gives detailed information on how to use films explaining American business

A "starter set" of ten Discussion Leaders' Guides—one for each of the first ten films selected. Each Guide contains film facts, key economics points emphasized, suggested discussion questions, capsule description of content, purpose of film, name of producer, where to borrow prints, information on tv clearance, intended audience, and suggested study materials.

A three-ring loose-leaf notebook with index tabs, a convenient container for the above materials

Additional Discussion Leaders' Guides, along with a periodically revised index to the Guides. There will be produced during the coming year and mailed to subscribers to this service.

"Ignorance May Be Bliss," a four-page leaflet pointing out the importance of using films to explain American business. Free

### **PERSONNEL:**

Total personnel in the National Chamber is 850. For two and one-half years, Carl Foster was Secretary of the Motion Picture Committee of the National Education Association, responsible for the distribution and promotion of motion pictures produced by that association. Since the middle of 1953, he has been organizing the National Chamber's film program.

*Secretary, Education Department:* Rosemary Bagwell

It should be pointed out that although there are only two persons in the National Chamber whose specific duties are with the film program, almost all departments either use or recommend the use of motion pictures. Also, many local chambers of commerce affiliated with the National Chamber operate film libraries in their communities.

### **MEETINGS:**

Motion pictures are generally shown at the annual meeting of the Chamber of Commerce of the United States. Also, films are used extensively at National Chamber institutes, and at business seminars and conferences sponsored by the National Chamber. These films are either inspirational or current films explaining some phase of our economic system.

**FINANCING:**

The National Chamber is a nonprofit organization supported by dues from its members. Film activities are financed by a budget apportioned to the Education Department.

**HISTORY:**

The National Chamber has always promoted and encouraged the use of motion pictures.

The film discussion meeting service, "Films to Explain American Business," was started in the fall of 1952. Staff members of the Education Department and Economic Research Department are constantly screening films that cover some phase of our economic system. The best of these have been selected and are being recommended for use by local chambers of commerce.

**FORECAST:**

As new films are screened and recommended, Leaders' Guides will be prepared and sent to subscribers to the National Chamber's film discussion meeting service. A new film, currently in production, will be distributed by the Education Department of the National Chamber in September, 1954. It explains how our business system operates.

## **CHAUTAUQUA INSTITUTION**

*Director, RALPH MCCALLISTER*

Chautauqua, New York

3135

Founded 1874

*Members:* Serves approximately 50,000 adults and 5,000 youth and children each summer in the combined educational, religious, musical, and recreational program

**ACTIVITIES:**

Chautauqua has an occasional film production workshop. It utilizes films for its general program and short courses in increasing numbers. Films are used during July and August by instructors and for amphitheater programs. Considerable use is made of silent color films presented with commentators. Sound films are used for discussion groups and religious meetings.

**PERSONNEL:**

Ralph McCallister is in charge of all programs, including the utilization of films.

## **THE CHRISTOPHERS, INC.**

*Director, REV. JAMES KELLER, M.M.*

18 East 48th Street  
New York 17, N.Y.

PLaza 9-4050  
Founded 1945

## *The Christophers, Inc.*

*Members:* The Christophers, Inc. is not a membership organization, but sends its printed material to over 1,000,000 names.

### **FILM DEPARTMENT**

#### **AIM:**

To produce films which emphasize personal responsibility and individual initiative—based upon love of God and neighbor—in everything that affects the common good.

#### **ACTIVITIES:**

The Christophers produces 52 fifteen-minute films a year for a tv series, and three or four 30-minute films a year for television and private or organizational use.

*Distribution:* Films are handled mainly by film distributors throughout the country, but a few prints are handled at the headquarters of the organization. A listing of 30-minute films is available upon request. Any of these may be purchased at print cost.

#### **PERSONNEL:**

There is one part-time employee in the film service; 35 members compose the entire staff of The Christophers.

#### **MEETINGS:**

The organization has no meetings, members, or dues, but films are shown by Father Keller in conjunction with talks.

#### **FINANCING:**

Financing is through voluntary contribution.

#### **HISTORY:**

The first film was produced in late 1949 to be used instead of personal talks on The Christophers. Over 2,000 prints of this film were put into circulation, either sold or loaned by the New York office. Additional films have been made on various subjects for the reason stated above. Since 1952, films have been handled by outside distributors.

#### **FORECAST:**

Plans are being made for approximately 26 thirty-minute films. However, since financing is by contribution, the number of films made will depend upon the amount of contributions received. Most of the films are intended primarily for television.

## **CINEMA 16**

*Executive Secretary, AMOS VOGEL*

175 Lexington Avenue  
New York 3, New York

MUrray Hill 9-7288  
Founded 1947

*Members:* Approximately 5,000

**AIM:**

To promote, sponsor, and organize the exhibition and distribution of documentary, sociological, educational, scientific, and experimental motion pictures; to thereby further the appreciation of the motion picture as an art and as a tool of education; to encourage production of such films; to act as a national clearing house on information, quality, and availability of such films; to review and evaluate them; to provide a film programming service for film societies and civic groups nationally; to distribute such films to users nationally.

**ACTIVITIES:**

*Distribution:* About fifty poetic and experimental and documentary films are presently being distributed nationally. A catalog is available without charge to any interested film user.

*Utilization:* Exhibition activities in the New York area include several membership screenings per month of outstanding documentary, educational, and art films of all nations. A consultant service is provided in the selection of films and the planning of film programs.

**PUBLICATIONS:**

"The Cinema 16 Film Notes," a monthly publication for members only, features comprehensive program notes and articles by leading film critics, news and evaluations of current American and foreign films.

Yearly membership brochure, listing programs and membership privileges

**PERSONNEL:**

There are four full-time employees in the film departments:

*Director:* Amos Vogel

*Film Distribution and Utilization:* Jack Goelman

*Membership Department:* Marcia Vogel and Ann Ostrow

**FINANCING:**

Cinema 16 is a nonprofit, cultural organization supported exclusively by yearly dues paid by members of the organization.

**COMMITTEE FOR FREE ASIA, INC. (CFA)**

*President,* ROBERT BLUM

105 Market Street  
San Francisco 5, California

YUkon 2-4640  
Founded 1951

**AIM:**

CFA, which is a private, nonprofit American organization working with Asians in developing free democratic institutions through citizen participation and nongovernmental organizations, has representatives in Japan, Formosa, Hong Kong, the Philippines, Burma, Malaya, Ceylon, and Pakistan.

## *Committee for Free Asia*

### **ACTIVITIES:**

Acting in an advisory capacity, the Committee has cooperated in the production of two 30-minute, color, 16mm documentaries dealing with progress after attainment of independence by the Philippines and Ceylon, and one 30-minute, black-and-white, 16mm documentary on the World Buddhist Fellowship Conference in Tokyo.

There are a few prints of the three documentaries which are used to provide background for CFA speakers, and to acquaint interested groups with life in some of the Asian countries in which the organization operates. A larger number of prints of these films are being circulated in Asia by various interested Asian organizations.

## **COMMITTEE FOR WORLD DEVELOPMENT AND WORLD DISARMAMENT, JANE ADDAMS PEACE ASSOCIATION**

*Executive Director, AGNES M. MORLEY*

345 East 46th Street  
New York 17, New York

MURray Hill 2-3582  
Founded 1950

### **ACTIVITIES:**

The Committee distributes film lists on request and also provides them at conferences or meetings on world development and/or world disarmament.

### **PERSONNEL:**

The Committee has three paid staff members, all of whom work occasionally on the film lists.

*Executive Secretary:* Ruth Chalmers

### **FINANCING:**

Financing of the Committee is by voluntary contribution.

### **HISTORY:**

Since its founding, the Committee has considered films an important part of its educational program. The distribution of film lists is one of the services the Committee offers.

### **FORECAST:**

Although the Committee is not equipped at present to handle distribution of films, it might in the future purchase films on world development and/or world disarmament for rental to organizations and interested persons. As a further future step, the Committee might arrange for the production of new films in its fields of interest.

## **COMMUNICATIONS WORKERS OF AMERICA, CIO**

*President, JOSEPH A. BEIRNE*

1808 Adams Mill Road, N.W.  
Washington 9, D.C.

HUDson 3-9200  
Founded 1937

*Members:* 275,000

**VISUAL AIDS DEPARTMENT:**

*Director:* Farrell Beaver

**AIM:**

To produce films, for the most part, on the activities of the union; to make the union's equipment available to interested film users whose views substantially agree with those of organized labor.

**ACTIVITIES:**

The Department has made a number of films, especially of the union's conventions. It has a very complete 16mm sound outfit, capable of producing almost any type of film.

**PERSONNEL:**

There is one director working on film activities.

**FINANCING:**

The organization is financed by the dues of its members. The Visual Aids Department is financed by annual budget.

**HISTORY:**

The Visual Aids Department was founded in September 1953.

**FORECAST:**

We are in the process of building a film library in which we expect to stock all kinds of films for the use of our membership and others. Although we have no publication dealing exclusively in films, we expect to publish something along that line soon.

**COMMUNITY CHESTS AND COUNCILS OF AMERICA, INC.**

*Executive Director,* RALPH H. BLANCHARD

345 East 46th Street  
New York 17, New York

MUrray Hill 7-8300  
Founded 1918

*Members:* 1,700 community chests, united funds, and  
community councils

**UNITED DEFENSE FUND, INC.**

*Executive Director,* BENT TAYLOR

345 East 46th Street  
New York 17, New York

MUrray Hill 7-8300  
Founded 1950

*Members:* United Service Organizations, United  
Civilian Defense Services, United Seamen's Service,  
American Social Hygiene Association, and National  
Recreation Association

**RADIO-TELEVISION-FILMS DIVISION of the Public Relations Department:**

*Director:* James Orgill

**AIM:**

To act as a clearing house on production information about films in the field; to review films of interest to the field; to operate an exchange film library for members; to develop film materials; to cooperate with film producers; to act as consultants on film production for members.

## *Community Chests and United Defense Fund*

### **ACTIVITIES:**

*Production:* Fund-raising, theatrical trailers, television spots, and 16mm films are produced for each year's campaigns.

*Distribution:* Films are sold to local chests and councils for use in their own communities. Distribution to national television networks is handled through the Radio-Television-Film Division of the national organization.

*Utilization:* Individual film counseling is given to local chests and councils on scripting and producing their own films, and on all the details of utilizing films for television and putting on film shows in their communities.

News of interesting 16mm films is sent out periodically to all member groups. This material will be sent to all interested film users on request.

### **PUBLICATIONS:**

"How to Make a Filmstrip"

"How to Make a Film" (in preparation)

"Films for TV" (in preparation)

### **PERSONNEL:**

Four people in the Public Relations Department give major attention to films. There are 123 staff members in the organizations. James Orgill has been Director of Radio-Television-Films since May, 1952. Prior to that he was staff writer-producer-director at radio station WGAR in Cleveland, and had handled radio-television publicity for the Cleveland Community Fund at campaign time for three successive years.

*Director of Public Relations:* Henry Weber

*Radio-Television-Films Staff:* James Orgill, Martin Seifert, Ira H. Knaster

### **MEETINGS:**

Films are shown at the annual public relations clinic, particularly those produced by local community chests and councils. There is also a general session on film making.

### **FINANCING:**

The Division is financed by dues from member groups, sales of member groups, and sales of materials, on a cost basis.

### **HISTORY:**

Film activity dates back to 1931, when the first movie was a theater trailer distributed to 32 member organizations. The once-a-year production of a trailer represented practically the total of film activity until past World War II years. In 1948, when an Audio-Visual Division was added to the Public Relations Department, there followed the production of filmstrips, a ten-minute general purpose film, and the organization of a film information service for members. The name Audio-Visual was changed to Radio-Television-Films in 1951.

**FORECAST:**

We foresee the need for more and more films for television of both campaign and educational nature. We shall be pressing to fill that need as funds become available. The number of films produced by our local member organizations has been growing, and we look forward to their continued growth in this direction. Because of this expanded local program, we hope to see the expansion of our film consultation service and our other film services, such as the exchange library, review and evaluation, etc.

**CONGREGATIONAL CHRISTIAN CHURCHES**

287 Fourth Avenue  
New York 10, New York

GRamercy 5-2121  
Founded 1871

**DEPARTMENT OF VISUAL AIDS:**

*Director:* To be appointed

**AIM:**

To produce the material needed by the denomination, to distribute it through five distribution points, to teach better utilization to the fellowship and its 6,000 churches. At any moment approximately 10 titles, including films, filmstrips, and sound records, will be in progress.

**ACTIVITIES:**

*Distribution:* The above materials are distributed by the following: Missions Council, 287 Fourth Avenue, New York 10, N.Y.

Missions Council, 14 Beacon St., Boston 8, Mass.

Missions Council, 19 S. La Salle St., Chicago 3, Ill.

Church Film Libraries, 1399 N. Lake Ave., Pasadena 6, Cal.

Audio Visual Center, 1205 N. 45 St., Seattle 3, Wash.

A catalog of films for church use is available.

*Utilization:* The Department holds Audio-Visual Workshops, special sessions with adult work camps and conferences, meetings, etc.

**PUBLICATIONS:**

A Newsletter appears a few times a year.

**PERSONNEL:**

The director, his secretary, and three full-time workers in the three major film depositories comprise the staff.

**MEETINGS:**

Various sorts of films are shown at the many meetings of the fellowship, including the General Council meeting held biannually, the midwinter meeting held annually, and so on. These films, of course, are those primarily illustrating the work of the various boards and agencies of the denomination.

**FINANCING:**

The Department of Visual Aids is financed primarily through budgets set up each year for the production of promotional material telling the story of our denomination at work. In addition, various

## *Congregational Christian Churches*

productions are undertaken by the Pilgrim Press division primarily for sale to the churches to correlate with lesson studies in church school curriculum materials. Total denominational budgets on films, radio, television, etc., average close to \$150,000 yearly.

### **HISTORY:**

The Department has a long history going back 20 or 25 years to the days of the old stereopticon slide lectures. Such materials were made primarily by someone devoting part time to it from the promotional department. However, in 1941 Dr. Arthur Rinden, a missionary who was forced to leave China, set up a department and was its first full-time head. Rev. Alexander B. Ferguson was its Director from 1944 to February 1, 1954. During that time the number of film titles in the Department's libraries increased from 25 to over 150.

### **FORECAST:**

The denomination is certain to continue using audio-visual materials more than ever in the future. More money is available for production. There is a readiness—even eagerness—on the part of the churches to receive the material, as contrasted with ten years ago. The denomination has been singularly successful in its use of a special feature film-of-the-year, which is sent out free to the churches. This is a major Hollywood-made release and is used in the stewardship program of each local church. The boards and agencies, likewise, are anxious to have their stories told through audio-visual means. Continued progress, therefore, is certainly the forecast.

## **CONGRESS OF INDUSTRIAL ORGANIZATIONS (CIO)**

*President,* WALTER P. REUTHER

718 Jackson Place, N.W.  
Washington 6, D.C.

EXecutive 3-5581  
Founded 1935

*Members:* Over 6,000,000 in 35 international unions

### **CIO FILM DIVISION of the CIO Department of Education and Research:**

*Associate Director in charge of Education:* George T. Guernsey  
(In addition to the Film Division of the National CIO, the following CIO affiliates maintain active film departments: Amalgamated Clothing Workers of America, Communications Workers of America, the United Automobile Workers of America, the Iowa State Industrial Union Council, and the Ohio State CIO Council. Several other state and local CIO councils have small film libraries limited to films on labor problems.)

### **AIM:**

To promote the use of visual aids by CIO affiliates, to coordinate film activities of CIO, and to distribute visual aids produced by various CIO groups; to use films in the leadership training pro-

gram, especially in the fields of trade union problems, international affairs, and discrimination; and to encourage the use of films about the trade union movement in nonlabor groups, with special emphasis on high schools and colleges.

#### **ACTIVITIES:**

*Production:* The CIO Film Division has produced 35mm sound filmstrips and did some early experimenting in putting sound filmstrips on 16mm film for use by unions that did not own filmstrip equipment. Far and away the most successful filmstrip was one which popularized the Nathan Report, published in 1947.

The CIO Publicity Department has produced a number of films for television, four of which are available for general use through the CIO Film Division. Several CIO International unions have produced sound movies and filmstrips, and the Film Division has worked with other groups in editing feature-length films for union use.

*Distribution:* The film library contains over 250 16mm sound prints, available on rental. A catalog is available. The Division is experimenting with long-term bookings to CIO councils. Films produced by some of the CIO unions are distributed by the Division.

*Utilization:* Special emphasis is put on the more effective use of films by CIO unions. Toward this end, training sessions and demonstrations of good film use are part of all CIO schools and conferences; one special week-end film conference was held for intensive training; and a special movie poster has been issued for publicizing union movie shows. To encourage the use of films in union programs, the Division advises CIO affiliates on the purchase of motion picture and sound filmstrip equipment.

#### **PUBLICATIONS:**

"Films For Labor," a printed catalog of films and filmstrips available on rental from the CIO Film Library. Single copies available free; additional copies 15¢ each

"Now That Your Union Has a Movie Projector," mimeographed notes on the care of equipment, program planning, and other information. This is sent to unions ordering film equipment.

Notes on film use are included in manuals prepared for CIO Schools.

#### **PERSONNEL:**

The Film Division employs three people part time. George T. Guernsey was a teacher and editor of "Educational Trends" and the "American Teacher." In 1945 he made a trip to Canada to observe the work being done by the National Film Board of Canada on their labor circuits and on discussion trailers.

#### **MEETINGS:**

Special film programs are planned at the annual CIO conventions to show new films available from the CIO Film Division, and to advise on selection and planning of film programs.

## CIO

### **FINANCING:**

The CIO is financed from membership dues. The staff and overhead of the Film Division are carried in the regular budget of the organization. The cost of the film library is partially covered by the rental fees charged.

### **HISTORY:**

The CIO Department of Education and Research began development of its audio-visual aids program in 1946 with production of a sound filmstrip. At the same time, it started operation of the film library with a basic collection of labor films. Special emphasis at first was put on building interest among CIO unions in the use of visual aids. As interest in the use of films grew, the Division worked with CIO International unions and state councils in developing their own film libraries. The special concern of the Division now is to help CIO affiliates use films more effectively through selection, previewing, and discussion.

### **FORECAST:**

We have seen significant growth in the use of films in the CIO. We now have a list of 1,200 CIO people who work on film programs, and through this list we can provide local groups with information on new films that will be helpful in their program of building stronger unions and strengthening our democratic society. Interest in materials on international affairs has grown in the past two years and will continue to have special emphasis. We hope to see continued growth in the use of labor films in high schools and colleges.

## **THE COOPERATIVE LEAGUE OF U.S.A. (CLUSA)**

*Executive Director, JERRY VOORHIS*

343 South Dearborn Street  
Chicago 4, Illinois

WAbash 2-0667  
Founded 1916

*Members:* About 2,000,000 regular members among state, regional, and other organizations of consumer, purchasing, and service cooperatives

### **FILM DEPARTMENT:**

*Director of Education Services: Hayes Beall*

### **AIM:**

To act as a clearing house for information about visual aids of interest and value to cooperatives; to maintain a service to supply film prints for purchase by member organizations and others; to produce films that are wanted and will be used by member cooperatives; and to maintain a rental library to serve those areas of the nation not served by our regional members.

**ACTIVITIES:**

*Production:* Several films have been produced on contract specifically for The Cooperative League.

*Distribution:* More than a dozen member organizations maintain free-loan film libraries. In addition to providing films for use in regular membership and special educational meetings, these libraries supply many films to schools, churches, and community organizations. Prints of some films are in university extension and other film libraries; the most widely distributed one has a current print circulation of 200. Numerous films are supplied for overseas use. A free catalog is available.

*Utilization:* Although records are incomplete, the regional member organizations in several parts of the nation do maintain extensive attendance records. For example, three of these show attendance of about 200,000 for each distributing organization. Annual meetings of cooperative educational leaders discuss film utilization; such conferences are held under League auspices.

**PUBLICATIONS:**

"Literature-Film Bulletin," a bimonthly publication of the League, carries news and reviews of films of interest to the cooperative movement. It is distributed free to those who make regular use of these services.

**PERSONNEL:**

Two staff members in the national office devote part time to the audio-visual program. Hayes Beall, Director of Educational Services, is in charge. The film program has been under its present direction since December 1952. Beginning with a hobby interest in photography, he built up a color slide library for Central Cooperative Wholesale, Superior, Wisconsin, during 1948-1951. His experience has included some 16mm motion picture production for the same organization. He also participated in the planning for several cooperative films produced by The Cooperative League.

Regional member organizations have 15 or more people devoting all or most of their time to film work, chiefly distribution, although some are involved in production as well.

**MEETINGS:**

The major annual meeting is a conference or institute for educational and organizational personnel in cooperatives. Current and new films are generally shown and discussed. The over-all organization holds biennial congresses in which films always have a part. Films shown are those of specific interest to the cooperative movement.

**FINANCING:**

The Cooperative League's funds come from dues of member organizations, a portion of which go to the film program. Small rental fees from the League's Chicago film rental library are used for library maintenance. New film productions are often financed by

## *Cooperative League*

special contributions from member organizations for this designated project.

### **HISTORY:**

The film program began in 1938 with the production of a film for the League, and production has continued through the years. Extensive use has also been made of Swedish, Danish, British, and Canadian cooperative films. The expanded use of films by member organizations has led to the establishment of their own film libraries within this period, and to the coordination of plans for film production. In addition, members have produced their own films when some specialized interest of theirs, such as oil refining or lumber mill operation, have made this advisable.

### **FORECAST:**

An increasing use of visual aids is anticipated. It is expected that films will be produced more frequently. One is scheduled for 1954. There is also expected to be a wider use of filmstrips and of color slides. League publications will continue to report developments in the film program.

## **CORRECTIONAL EDUCATION ASSOCIATION**

*President, D. E. CLAY*

Box 500  
Ionia, Michigan

790  
Founded 1946

*Members:* About 200 educators in about 30 or 40 correctional institutions throughout the United States and Canada. Each member institution operates as a separate unit, or in connection with a State Department of Corrections or the United States Bureau of Prisons.

### **VISUAL AIDS SERVICES**

#### **AIM:**

To produce and use visual aids for teaching, social education, public relations, and entertainment.

#### **ACTIVITIES:**

*Production:* Several films have been produced describing training and education in correctional institutions. Some institutions are now making their own films for teaching purposes.

*Distribution:* Distribution is mostly for institutions producing films.

#### **PUBLICATIONS:**

The "Journal," quarterly of the Correctional Education Association, occasionally carries an article on the use of films for educational purposes. Subscription is \$1.50 per year.

#### **PERSONNEL:**

Directors and Supervisors of Education in each of the several institutions engage in film work. There is no national committee.

**MEETINGS:**

The Correctional Education Association meets annually as an affiliate of the American Prison Association. Occasionally, meetings are held for the purpose of discussing the use of visual aids.

**FINANCING:**

A Visual Aids Service is maintained by each separate institution.

**FORECAST:**

There is every possibility that in the not too distant future provisions will be made for more detailed study of visual aids and their use in the correctional service. The Correctional Education Association has very limited finances, but the service possible in many fields is unlimited. The Visual Aids Service is one of the objectives of the Association and it is hoped that some work may be done on the problem within the next year.

## **COUNCIL OF MOTION PICTURE ORGANIZATIONS, INC. (COMPO)**

1501 Broadway  
New York 36, New York

WIsconsin 7-8920  
Founded 1950

*Members:* Sponsored by and representative of the entire United States motion picture industry. Charter member organizations: Allied States Association of Motion Picture Exhibitors, Independent Theatre Owners Association, Metropolitan Motor Picture Theaters Association, Motion Picture Association of America, Motion Picture Industry Council, Society of Independent Motion Picture Producers, Theatre Owners of America, Western Theatre Owners, Inc., Committee of Trade Press Publishers, Variety Clubs International

*Co-Chairmen:* Al Lichtman, Samuel Pinanski, Wilbur Snaper

*Treasurer:* Herman Robbins

*Secretary:* Sidney Schreiber

*Special Counsel:* Robert W. Coyne

*Director of Information:* Charles E. McCarthy

*Comptroller:* Harold Saxe

**AIM:**

To increase the prestige of the motion picture industry; to foster the common interests of all its branches and branch organizations; to enlist all members of the industry in improving the industry's public relations by (1) collecting and disseminating information about the industry, its problems, its product, its patrons, and its employees, by (2) cultivating new patrons for theatrical motion pictures, by (3) developing the general usefulness of the motion picture and publicizing its services to the local community, the nation, and the United Nations, by (4) furthering those matters in

### *Council of Motion Picture Organizations*

the public relations field which pertain more particularly to the relationship of the 238,000 people in the industry with one another, and by (5) resisting all encroachments upon the freedom of the screen and all unjust or unlawful discriminations or exactions upon the industry.

#### **ACTIVITIES:**

COMPO'S activities are concerned with improvement of the industry's public relations, development of business research of the motion picture industry, an information bureau, development of the motion picture industry's relations with various government agencies, and renewal of the motion picture industry's effort for elimination of the discriminatory federal admission tax.

#### **MEETINGS:**

The Executive Committee and Board of Directors meet annually. Special interim meetings are held when necessary.

#### **PUBLICATIONS:**

Information bulletins and pamphlets are sent to members regarding the Council's activities.

#### **FINANCING:**

COMPO is financed by membership dues from the members of the organizations which compose the parent body.

## **THE COUNTRY WOMEN'S COUNCIL U.S.A. (CWC)**

*Chairman,* MRS. GEORGE APPERSON

Mocksville, North Carolina

Cooleemee 3054

Founded 1939

*Members:* Five national, five regional, and fifty state organizations

#### **ACTIVITIES:**

The Council, made up of member groups of Associated Country Women of the World, has produced a 16mm black-and-white film of the VI Triennial Conference in Copenhagen. This 30-minute motion picture can be borrowed from Countrywomen's League, *Country Gentlemen*, Independence Square, Philadelphia 5, Pennsylvania. Another film was made at the world meeting of the ACWW in Toronto in August, 1953. This can be obtained from the central office in London: Mrs. John Bell, General Secretary, 167 Kensington High Street, London W. 8, England. A filmstrip about the ACWW is also available from the London office.

# DEPARTMENT OF AUDIO-VISUAL INSTRUCTION (DAVI), National Education Association (NEA)

*Executive Secretary, J. J. MCPHERSON*

1201 Sixteenth Street, N.W.  
Washington 6, D.C.

ADams 4-4855  
Founded 1923

*Members:* About 2,500 members in the Department, including individuals, schools, universities, nonprofit institutions, and business organizations

## **AIM:**

To promote the effective use of audio-visual materials on all levels of education with primary emphasis on public education.

## **ACTIVITIES:**

*Production:* The Department does not produce educational materials for use as instructional material in schools, colleges, and universities. The only film produced to date, a seven-minute film, is designed to explain the school service activities of the Department.

*Distribution:* The Department distributes no films, with the exception of the film mentioned above.

*Utilization:* Through the work of 15 national committees the Department is trying to carry on work in all areas of the audio-visual field, which will lead to better utilization of audio-visual materials. Of specific help are the guides to audio-visual materials in special areas that the Department publishes from time to time, and the information concerning films that is published in "Educational Screen," in the section on Audio-Visual Materials of the "Journal of the National Education Association," and in "Audio-Visual Communication Review."

Note: There are 68 other Divisions, Departments, and Commissions in the NEA, a number of which have produced and are distributing films and other audio-visual materials. Information about them can be obtained from NEA headquarters.

## **PUBLICATIONS:**

"Educational Screen," a privately owned and published magazine.

Ten issues each year are sent free to all DAVI members.

"Audio-Visual Communication Review," a professional and research quarterly owned and published by the DAVI. 80 pp. per issue. Subscription to DAVI members, \$3.00; to nonmembers, \$4.00 yearly

"DAVI Conference Proceedings," a full report on the annual meeting sent free to all members; to nonmembers, 75¢

Special Publications:

"The School Administrator and His Audio-Visual Program." 1954. 384 pp. \$3.75

"Guide to Films in Economic Education," synopses and evaluations of 140 films and filmstrips. 1952. 50 pp. \$1.00

## *Dept. of Audio-Visual Instruction*

"Guide to Films in Human Relations," synopses and evaluations of nearly 200 films. 1954. 80 pp. \$1.00

"Planning Schools for Use of Audio-Visual Materials"

No. 1—Classrooms. 1952. Revised Second Edition, 1953. 40 pp. \$1.00

No. 2—Auditoriums. 1953. 36 pp. \$1.00

No. 3—The AV Instructional Materials Center. 1954. 80 pp. \$1.00

### **PERSONNEL:**

Seven full-time employees are on the staff of the national office, including four professional workers.

*Executive Secretary:* J. J. McPherson

*Director of Studies:* Anne Hyer

*Administrative Assistant:* Mary Catherine Welch

*Membership Services:* Florence Fan

### **MEETINGS:**

The annual convention of the Department usually lasts four days and includes general sessions, special concurrent sessions, demonstrations, national committee meetings, a business meeting, and meetings of the Board of Directors and the Executive Committee.

The Department also has a one-day meeting at the time of the annual NEA convention and participates actively in the entire convention through the organization of various discussion section meetings and the arranging of exhibits of audio-visual materials.

### **FINANCING:**

The Department receives its financial support from membership fees, publication subscriptions and sales, grants from the NEA general budget, convention registration and exhibit fees, and special grants-in-aid from a variety of sources, usually for specific projects.

### **HISTORY:**

The Department of Visual Instruction was established at the Oakland-San Francisco meeting of the NEA in July 1923. The National Academy of Visual Instruction, with which the Visual Instruction Association of the U.S. had previously merged, joined with the Department in 1932. In 1947, the name was changed to the Department of Audio-Visual Instruction.

### **FORECAST:**

Work on problem areas in the audio-visual field, which is being carried on by national committees working in each area, will be continued as rapidly as possible. In general, two basic things are being done: first, an opportunity is being provided for the professional workers in the field to work with persons representing all other areas of education in developing standards for the field; second, continuing efforts are being made to secure acceptance of these standards. In the future, it is expected that increased em-

phasis will be placed on the development of materials of particular value to individual schools.

## EDUCATIONAL FILM LIBRARY ASSOCIATION (EFLA)

*Executive Secretary*, EMILY S. JONES

345 East 46th Street  
New York 17, New York

OXford 7-0154  
Founded 1943

*Members*: 469 constituent members (nonprofit educational institutions); 49 service members (commercial organizations and interested individuals); 4 international members (government agencies, film groups of other countries); 33 sub-memberships (second memberships taken out by constituent or service members); 66 personal memberships (any interested individuals)

### AIM:

To encourage and improve the production, distribution, and utilization of educational films

### ACTIVITIES:

*Distribution*: The Association offers for purchase 16mm films produced by its constituent members (primarily universities); about 20 titles on diversified subjects of an instructional nature. A free catalog listing titles, descriptions, and prices is available to the public.

*Utilization*: Film evaluation services, conferences, and special projects are undertaken for members. Special services to members include: ten percent discount on EFLA publications, purchase of back issues of Evaluation Cards, special film information services (locating hard-to-find films, locating footage for damaged films), film damage insurance at special policy rates.

### PUBLICATIONS:

"Film Review Digest," 4 pp., eight issues a year. \$4 a year to members, \$5 to nonmembers

"ABC's of Visual Aids and Projectionist's Manual," by Philip Mannino. Revised edition, diagrams, illus. 111 pp. \$1.25

"EFLA Red Book of Audio-Visual Equipment," by Mary L. Allison. Spiral bound, illus. 181 pp. \$3.00

"Film Utilization," by J. Roby Kidd and Carter B. Storr. Board covers, spiral bound, illus. 47 pp. \$1.25

"Films and People," edited by Emily S. Jones. 31 pp. 75¢

"Films for International Understanding," edited by Elizabeth H. Flory. 134 pp. \$1.00

"A Guide for Film Evaluators," by Edward T. Schoefield. 12 pp. 50¢

"Health Films Catalog," 89 pp. \$1.00

### *Educational Film Library Assn.*

"Recent Health Films," compiled by Emily S. Jones. 74 pp. \$1.00  
(The above two publications may be ordered together at the special price of \$1.50)

"Index of Selected Film Lists," compiled by Jessie B. Kitching and Emily S. Jones. 40 pp. \$1.00

"Making Films Work for Your Community," edited by Patricia Blair

"Man and His Food: A discussion Guide on 25 Films," a UNESCO project. 45 pp. Illus. 75¢

"Selected Films—Biological and Physical Science in Schools of Nursing," by Loretta Heidgerken. 36 pp. 50¢

EFLA Service Supplements, mimeographed reports and film lists prepared by various members of EFLA, are distributed free to EFLA members as they are published. Back copies are available to members and nonmembers at a price of 30¢ each. Sample titles include "Films About Publishing and the Graphic Arts," "Public Affairs Film List," "Movies Look at Children," "Films for the English Teacher," "Films for the Public Library," "Educationally Produced Films," "Fifty Films for Teacher Education," "Business Education Teaching Aids," "Films for Nursing Education," "Audio-Visual Materials on Food Conservation," "Motion Pictures for Art Education," "Human Relations on the Screen," "Films for Youth," "Survey on the Use of Foreign Feature-length Films."

The following are available to EFLA members only:

"EFLA Bulletin," monthly news, editorial, lists of new films. 4 pp.

"EFLA Service Supplements," mimeographed film lists and reports, usually eight a year (see above)

Evaluation Cards, pertinent information about content and distribution of selected 16mm films, with evaluative comments by educational committees (among EFLA member groups) issued on 3x5 file cards. 40 titles to an issue, nine issues a year. Note: Back issues of Evaluation Cards can be ordered by regular members at the rate of \$7.50 for a year's output, or individual titles can be ordered at 5¢ each, or in quantities at 3¢ each.

### **PERSONNEL:**

The Association has two full-time and one part-time employees. Emily S. Jones (A.B., Vassar) has been Assistant in the Children's Room, New York Public Library branches; editorial assistant on a magazine; production assistant for an educational film producer; Executive Secretary of EFLA since 1946.

*Evaluation Editor:* Mary L. Allison

### **MEETINGS:**

Film showings and meetings are open to all members and to the public. The annual meeting is usually held in Chicago at the end of July and consists of discussion sections and film showings. The

first regional conference was held in New York on January 15-16, 1953.

**FINANCING:**

The Educational Film Library Association is financed by membership dues, by publication sales, and by special projects contracted with other organizations.

**HISTORY:**

EFLA was organized during 1942-43 by a group of film library administrators, mostly from the university film libraries. It was incorporated in April, 1943, and its first President was L. C. Larson of Indiana University. The American Film Center, operating under a Rockefeller Foundation grant, gave EFLA office space and provided funds for staff salaries until 1946, when the Film Center went out of existence. Julien Bryan of the International Film Foundation then gave EFLA space in his offices, and some financial support. Since 1948, EFLA has been entirely self-supporting, paying for its activities by membership dues and receipts from publication sales. EFLA has members in nearly all the 48 states and in a number of foreign countries. It has a representative on the U.S. National Commission for UNESCO, and has worked with UNESCO on a number of projects. EFLA is a constituent member of the FILM COUNCIL OF AMERICA.

## **THE FARM FILM FOUNDATION, INC. (FFF)**

*Executive Vice President,* MRS. C. DANA BENNETT

1731 Eye Street, N.W.  
Washington 6, D.C.

NAtional 8-1321  
Founded 1946

**AIM:**

To create better understanding between rural and urban America through audio-visual education.

**ACTIVITIES:**

*Distribution:* The FFF distributes to organizations in rural America sponsored educational pictures, which must first be approved by a Board of Consultants representing the Board of Trustees. Among the organizations serviced with films are the Granges, Farm Bureaus, 4-H Clubs, Future Farmers of America, Extension Agents. Sponsored pictures are distributed free of charge except for return postage. The Foundation also distributes a few rental films on historical subjects at a low fee to cover the cost of handling and amortization of the cost of the prints. A yearly catalog of titles with a brief description of each is available.

FFF also distributes through 14 correspondents, among whom are the New York State College of Agriculture (Cornell University), Ithaca, New York; Deseret Book Company, Salt Lake City, Utah; Ohio Farm Bureau, Columbus, Ohio.

## *Farm Film Foundation*

**Utilization:** Practically all distribution is to farm groups, vo-ag teachers, and others in small towns and villages. FFF makes projection equipment available at substantial discount to bona fide workers and organizations in rural America.

### **PUBLICATIONS:**

The Foundation has available a mimeographed leaflet describing the relationship between FFF and sponsors.

"National Grange Monthly" and "Agricultural Leaders Digest" both have monthly pages devoted to the reviewing of Foundation films.

"Farm Journal," "Country Gentleman," and other national farm publications carry occasional film reviews.

### **PERSONNEL:**

There are seven people on the staff of the Washington office of the FFF.

### **MEETINGS:**

Occasionally at the annual meeting of the Board of Trustees a film or films are shown, but not as a regular practice.

### **FINANCING:**

Original financing of FFF was through grant-in-aid from the Foundation for American Agriculture. One-half of this grant was repaid in 1953, and it is proposed that the other half be repaid in 1954. Income is derived from consultant services, from distribution fees paid by film sponsors, and from rental films.

### **HISTORY:**

The Foundation for American Agriculture was organized to create better understanding between rural and urban America. Believing the wider distribution of educational 16mm sound pictures, free from objectionable advertising and propaganda, would help in its work, the Foundation started the FFF in 1946. Official sanction was obtained of four of the major national farm organizations, all of which have one or more principal officers who serve as FFF trustees. Starting with no films and no experience, FFF now has approximately 100 carefully selected titles in its library, servicing all 48 states through its Washington office and its 14 correspondents.

### **FORECAST:**

All indications are that the use of 16mm sound pictures for educational use with both adults and youth will continue to expand for a good many years to come. TV has not decreased channels for films; possibly it has stimulated them. The quality of sponsored films has improved noticeably during the seven years FFF has been in existence. Originally FFF turned down eight out of ten pictures submitted to it for endorsement; today it accepts three out of five. Better taste, better stories, better technical direction are here, and apparently will improve even more in the future.

## FEED INSTITUTE, INC.

*Managing Director*, ALBERT GUGGEDAHL

842 Des Moines Building  
Des Moines 9, Iowa

2-7426  
Founded 1943

### ACTIVITIES:

*Production:* Two films have been produced for the Feed Institute, one in 1952, the other in 1953. The first is a 16mm, sound, color film based on swine nutrition research at Iowa State College; housing, management, and control of disease are also covered. The other 16mm film in color, sound, also black-and-white, is 40 minutes in length, and based on poultry nutrition research at Iowa State College.

*Distribution:* Rental prints for commercial use are available through the Feed Institute, Inc., and for public schools and colleges through Visual Aids Instruction, Iowa State College, Ames, Iowa.

### FORECAST:

Another 16mm sound, color film is to be produced in 1954, also based on nutrition research at Iowa State College. Prints for purchase and rental are to be available only through the Feed Institute.

## FILM COUNCIL OF AMERICA, INC. (FCA)

*President*, PAUL A. WAGNER

600 Davis Street  
Evanston, Illinois

DAvis 8-7272  
Founded 1946

New York office: 345 East 46th Street—OXford 7-1882

*Members:* Twenty-nine national organizations having 24,000 local organizational groups representing 28,000,000 members

### AIM:

A nonprofit educational organization whose purpose is to promote the production, distribution, and utilization of motion pictures, as well as other audio-visual materials, primarily on the adult education level.

### ACTIVITIES:

*Production:* None

*Distribution:* None (see projects listed below)

*Utilization:* The following make up the current utilization program of FCA:

#### **Library Preview Center Project**

The objectives of the Library Preview Center Project, now in its second year, are: 1. To work through public libraries, colleges, and other adult education agencies to develop the use of educational and informational films in areas where they have been used

## *Film Council of America*

little or not at all. 2. To encourage the program use of films by simplifying the procedure for previewing and obtaining them. 3. To stimulate, through bringing the product and consumer together, the wider use of good nontheatrical films and the rental or sale of films and equipment.

The project has been made financially possible by the Fund for Adult Education and the 16mm film industry, which has provided the films, and is now in operation in thirty-seven states. Every month during the program year each preview center receives a package of five or six carefully selected films in one of ten major categories. During the month the films are screened for representatives of community organizations—they may not be used for mass program showings. FCA also provides guides, report forms, source lists, and all other materials necessary to the implementation of the project. The experimental first year, in fifty preview centers, demonstrated the value of the project and the necessity for its nationwide expansion.

### **American Film Assembly**

Most notable among new projects for the current year is the American Film Assembly. [Chicago April 1, 2, and 3, 1954.] Designed as a meeting place for all those who produce, distribute, use, or are interested in using motion pictures as a medium of mass communication, this first American Film Assembly features a competition for those films produced in each of twelve categories and released for distribution in the United States in the calendar year 1953. Judgment is not competitive among films in a category or between categories; rather, it is rendered in terms of how well each film succeeds in performing its initial purpose, a statement of which is a requirement of entry. This will be an annual affair.

### **Educational Film Discussion Project**

Discussion groups on national and international problems are not new, and the use of films in education is not new, either. The combination of films and discussion in adult education is very recent, however. The Educational Film Discussion Project, which clothes the technique with form and content, has been firmly established.

The Fund for Adult Education, which developed the Educational Film Discussion Project in its present form, turned it over to the FCA in 1952. The materials were built around two subjects, "Great Men and Great Issues in Our American Heritage" and "World Affairs Are Your Affairs." For each series there is a set of printed materials and a list of ten recommended films. The printed material includes a book of essays—one on each of the ten topics in the series, written by authorities in the field—a leader's manual, and an organizational manual.

### **Film Analysis Project**

While content analysis and accumulation of information regarding films of all kinds is one of the continuing projects of the Film Council of America, this process has recently been accelerated with the undertaking of analysis for potential television use of more than 1,000 films in certain subject-matter fields for the Educational Television and Radio Center established by the Fund for Adult Education. Research into available films, their status as to content, and specific program suggestions for attaining certain educational program objectives constitute the bulk of this activity.

### **General Services**

1. Local Film Councils—FCA provides program and other types of assistance and information to groups of community leaders who comprise the membership of local film councils in many cities over the country. These local groups participate in several of FCA's projects.
2. UNESCO Coupon Clearing House—FCA is the agency in the U.S. through which a-v materials and equipment may be purchased with UNESCO coupons.
3. Foreign Film Festivals—All U.S. nontheatrical, nongovernmental films are submitted to the FCA, which acts as a clearing house for entries to the Edinburgh and Venice International Film Festivals.
4. Information Center—FCA is the point of contact for users of a-v materials throughout the world who are interested in the production, distribution, and utilization of the 16mm educational motion picture in this country. Foreign visitors are aided in their research and guided to other organizations in the field.

For detailed information on any of these projects, please write FCA.

### **PUBLICATIONS:**

**RUSHES**—a biweekly newspaper, available free, covering 39 categories of interest in the 16mm motion picture field. Circulation in the thousands.

**FILM COUNSELOR**—a series title for specific books published regularly. Titles available spring, 1954, are *Sixty Years of 16mm Film—1923-1983* and *Guide to the Film Services of National Associations*. Price, \$2.00 each

**Community Film Use**—a booklet containing valuable information on film utilization in film forums, discussion groups, and ideas on film programing. Price, 30¢

**How to Obtain and Screen Films for Community Use**—a booklet of infinite value to community program planners, containing information on film procurement, sources of film information, and the steps in planning successful community screenings. Price, 25¢

## *Film Council of America*

**WORLD AFFAIRS ARE YOUR AFFAIRS and GREAT MEN AND GREAT ISSUES IN OUR AMERICAN HERITAGE.**

Two film-discussion series including essay books, discussion and organization manuals, and lists of recommended films, created by the Fund for Adult Education and sponsored by the Film Council of America.

### **PERSONNEL:**

There are 27 full-time and 4 part-time employees in the Film Council of America. Paul A. Wagner has been President since 1952. A former newsreel cameraman, Mr. Wagner has been active in the production of commercial, educational, and training films, as well as in network television programming. He designed and developed a-v equipment for the American Type Founders Corporation. In 1947 he joined the staff of Bell & Howell as Educational Director, and became Director of Public Relations for that company, traveling extensively, lecturing and writing on visual education. He was formerly president of Rollins College.

*Associate Directors:* Tom Noone, H. A. Tollefson

*Coordinator:* Frances C. Montgomery

*Assistant Directors:* Esther C. Brunauer, J. Margaret Carter

*Director of Publications:* Jeanette A. Sarkisian

*Editorial Associate:* Cecile Starr

*Editorial Assistant:* Marjorie McCullough

*Librarian:* Forrest Alter

*Research Associates:* Norma Barts, Jack Ellis

*Executive Assistants:* Gus Giordano, Colin Lucas

*Field Representative:* George Willis

### **MEETINGS:**

Annual membership meeting scheduled for early spring in connection with the American Film Assembly. Sections of the meeting are open to the general public.

### **FINANCING:**

Film Council of America is financed by foundation grants, membership dues, publication sales, and industry contributions.

### **HISTORY:**

Film Council of America was formed in 1946 as an outgrowth of the National 16mm Advisory Committee (which functioned during World War II) through the joint efforts of seven organizations—Allied Nontheatrical Film Association, American Library Association, Educational Film Library Association, National Education Association (DAVI), National University Extension Association, Visual Equipment Manufacturers Council, and National Association of Visual Education Dealers. Its general purpose was “to increase information and work towards general welfare of all people by fostering and promoting production, distribution, and effective use of audio-visual materials.” Its first president was C. R.

Reagan. Some of the early leaders were Stephen Corey, Thurman White, and Glen Burch. Its staff and income have tripled in the last two years.

**FORECAST:**

An expanded film information service will be launched during the coming program year. Local program planners will be reached through several thousand FCA Film Information Centers.

## **FINANCIAL PUBLIC RELATIONS ASSOCIATION**

*Executive Vice President,* PRESTON E. REED

231 South La Salle Street  
Chicago 4, Illinois

STate 2-5547  
Founded 1916

*Members:* 1,797

**ACTIVITIES:**

The Association has produced eight sound slidefilms, which are for sale or rent to members and nonmembers. Other films have been purchased by the Association and are rented to members on request. The eight people on the staff in the central office of the Financial Public Relations Association have some connection with the film activity of the organization.

The Association plans, as its next step, to produce a motion picture on banking.

## **FOREIGN POLICY ASSOCIATION (FPA)**

*President,* JOHN W. NASON

345 East 46th Street  
New York 17, New York

OXford 7-2432  
Founded 1918

*Members:* 20,000 members who subscribe to publications; an estimated 50,000 members of 41 local Foreign Policy Associations and World Affairs Councils which receive publications and consultative field services from FPA

**FILM PROGRAM SERVICE:**

*Director:* Charles Bushong

**AIM:**

To provide consultant service on film availability and utilization, annotations of films related to FPA publications, a catalog of films for international understanding, and articles on film use including discussion outlines; to establish Mobile Film Units equipped with films, projectors, publications, discussion leaders, and to train personnel and prepare operational handbooks for such units; to provide consultative service and training courses on tv programs for local councils and associations; to prepare film programing packages for local groups.

## *Foreign Policy Assn.*

### **ACTIVITIES:**

The Service makes consultant services available to local groups in program building, film availability, and utilization materials.

### **PUBLICATIONS:**

"Headline Series," published bimonthly by the Association, contains visual aids references and utilization materials. Most recent issue No. 101, "Problems of East-West Settlement," 64 pp. Subscription \$2.00 for six issues. 35¢ per copy

### **PERSONNEL:**

The Service has one Director, out of a total FPA staff of 38. Charles Bushong was previously an Assistant Professor, Extension Education at the University of Florida, and an Associate Director of FILM COUNCIL OF AMERICA. Mr. Bushong is the author of "Manual for the Film Forum Leader" and "Community Film Use."

### **MEETINGS:**

New films are screened and discussions are held on film programing and utilization.

### **FINANCING:**

FPA is financed by grants, subscriptions, service charges, and contributions.

### **HISTORY:**

In 1944, the Research Department of FPA, with a grant from the Alfred P. Sloan Foundation, produced a film directed by Willard Van Dyke, dealing with the economic basis of trade relations between Latin America and the rest of the world. In September, 1953, the present Film Program Service was inaugurated.

## **FRANCO-AMERICAN AUDIO-VISUAL DISTRIBUTION CENTER, INC. (FADC)**

*Executive Secretary*, PIERRE GUEDENET

*Vice-President*, JEAN BENOIT-LEVY

972 Fifth Avenue  
New York 21, New York

REgent 7-9700  
Founded 1947

*Members:* Over 700 educational associations receiving monthly programs by subscription

### **AIM:**

To further international understanding through education, by making available to teachers in the United States audio-visual material concerning France and to teachers in France, audio-visual material concerning the United States.

### **ACTIVITIES:**

The Center distributes, mainly by circuit, a constantly growing collection of films and other audio-visual materials to schools, universities, museums, libraries, and other educational organiza-

tions. At present, the audio-visual collection includes about 250 films.

**PUBLICATIONS:**

A free catalog of the audio-visual collection, issued annually, is distributed to educators.

**PERSONNEL:**

There are two full-time employees in the film section. The Center's Evaluation Committee is composed of 23 members.

*Head of Film Distribution Section:* Ruth Cornfield

**FINANCING:**

The Center is financed by gifts from individuals, government and private agencies, and subscription fees from members.

**HISTORY:**

The Center was founded in 1947 with Virginia Gildersleeve as President, who was succeeded in 1953 by Gordon Keith Chalmers, president of Kenyon College. FADC's film collection, very modest at the start, has grown considerably. By arrangement with various museums and photographers, a considerable collection of supplementary teaching aids—lantern slides, exhibits, filmstrips, and recordings—has been established. The FADC collection is now the largest collection of audio-visual aids concerning France outside of France, with members in all states of the Union.

## **GIRL SCOUTS OF THE UNITED STATES OF AMERICA**

*National Executive Director,* DOROTHY C. STRATTON

155 East 44th Street  
New York 17, New York

MUrray Hill 2-2505  
Founded 1912

*Members:* About 2,000,000 individuals in about 1,400  
local councils and 9,640 lone troops

**VISUAL AIDS SERVICE:**

*Director:* Carol Hale.

**AIM:**

To produce, distribute, and promote graphic materials as needed by the functional groups throughout the organization.

**ACTIVITIES:**

*Production:* Ten 16mm sound motion pictures are available for distribution, seven of which were produced by the Visual Aids Service itself, some in color, on various phases of Girl Scout activities, camping, international scouting conferences, and leadership. (Also television shorts, theatrical trailers, filmstrips, flip charts, and other visual materials.) Descriptions are given in the free Girl Scout Film Catalog.

*Distribution:* Films are sold and rented through the Girl Scout film library and rented through Association Films in Dallas, Chicago, and San Francisco.

## *Girl Scouts of U.S.A.*

**Utilization:** The Personnel Department and the Visual Aids Service share responsibility in giving individual assistance to local Girl Scout groups in the utilization of films and other visual materials. Films and filmstrips by other organizations and firms are screened, evaluated for usefulness in Girl Scouting, and recommended for councils' use. Study guides are distributed free with each film.

### **PUBLICATIONS:**

"Girl Scout Film Catalog" (including descriptive information, prices, etc.). 16 pages, illus., free

"How to Make and Use Visual Aids" (charts, exhibits, projected materials including films), by Carol Hale. 32-page reprint. loose-leaf, illus., 50¢

### **PERSONNEL:**

There are six full-time employees in the Visual Aids Service (out of several hundred on the staff of the Girl Scouts of the U.S.A.). Carol Hale has been director of the Visual Aids Service since September, 1949. She previously had done script writing and film production work with Willard Pictures in New York City.

*Assistant Director:* Doris Carduner

*Art Director:* Virginia O'Connell

*Assistant to the Director:* Catherine Hyland

*Film Librarian:* Beatrice Meigs

*Film Inspector:* Patricia Kovalchik

Additional personnel is hired separately for film production work.

### **MEETINGS:**

At the biennial convention of the Girl Scouts of the U.S.A., an exhibits display (offered in conjunction with the Publications Section) features the screening of all Girl Scout sound films. In addition, consultant services are offered at the display booth, helping in the selection and use of films and other visual materials. New Girl Scout films are usually screened at the general sessions, and there are often work sessions on the use of visual materials.

Smaller exhibits are sent to regional conferences, held in 12 districts in the off years.

### **FINANCING:**

The Visual Aids Service is financed in part by the sale and rental of films and the sale of other visual materials, by special subsidy (for special film production), and its office and staff are included in the regular budget of the national organization. (The Girl Scouts of the U.S.A. is financed by dues, equipment service, contributions, and bequests.)

### **HISTORY:**

Over the years, dating back to a movie made in 1918, various departments of the National Girl Scouts had been individually producing a small number of visual aids as occasion demanded—a

filmstrip for training committee members, a motion picture for public relations, and so forth. As the need grew, and as information and enthusiasm for visual aids generally increased, it was decided to initiate a long-range plan for production, centralized in one department. Thus in 1948 a Visual Education Section was set up as an administrative unit within the Public Relations Department. In 1950 the Film Library, which circulates films, was moved from the Equipment Service to the Visual Education Section, and a revolving fund was set up, coordinating production and distribution in one office. The name Visual Education Section was changed to Visual Aids Service in 1950. Production at first was limited to motion pictures and filmstrips, but the program now includes production and distribution of other visual aids appropriate to subject, use, cost, audience, and the like.

#### **FORECAST:**

The Visual Aids Service already has a detailed schedule for the production in 1954-55 of one motion picture (on recruiting adult volunteers) and four filmstrips. Currently, it is planning its 1955-56 production program. We are trying to expand the base of users. Some councils always buy, or always rent, and others never do. We hope to increase the regular use of visual aids by a larger number of our councils. We are also hoping to publish other booklets that will help them use the materials most effectively. One such booklet has already been written, and will be available in a short time. Its present working title is "Using Films and Filmstrips in a Girl Scout Council." We are also working to increase training of both staff and volunteer trainers in the utilization of visual aids.

## **GIRLS' FRIENDLY SOCIETY, U.S.A. (GFS)**

*Executive Secretary*, MRS. STEPHEN K. MAHON

345 East 46th Street  
New York 17, New York

OXford 7-0250  
Founded 1877

*Members:* Approximately 14,500 girls from 7 to 21 in 800 branches, their leaders, officers, and Sponsors (adults who wish to retain their fellowship and promote the work of the Society)

#### **VISUAL AIDS DEPARTMENT, Lending Library:**

*Program Advisor:* Mrs. Ellsworth G. Ferreira

#### **ACTIVITIES:**

The Society has a small lending library of filmstrips, and promotes the use of new visual aids to implement their programs.

#### **MEETINGS:**

At the October, 1953, Board of Directors meeting, two films were shown. Films are also shown at national committee meetings and Diocesan rallies, and we are promoting our national mission study by use of filmstrips.

## **GOODWILL INDUSTRIES OF AMERICA, INC. (GIA)**

*Executive Secretary, PERCY J. TREVETHAN*

1222 New Hampshire Avenue, N.W.  
Washington 6, D.C.

District 7-0879  
Founded 1902

*Members: 2,250,000 members in 105 local units*

### **FILM SERVICE:**

*Director: Adaline E. Heath*

### **AIM:**

To produce and distribute graphic materials promoting interest in and support for handicapped and disabled persons.

### **ACTIVITIES:**

*Production:* GIA has produced a 16mm, 25-minute, sound, color movie which tells the story of hundreds of handicapped individuals trained and employed by Goodwill Industries. The organization has also made some tv filmstrips and other visual aids.

*Distribution:* Three prints of the above film are presently maintained at the national office for use by member organizations, church groups, and social and civic organizations, without cost except for transportation charges. The filmstrips are available for use in local and nationwide telecasts.

### **PERSONNEL:**

One person is employed by the organization to service the film program, and outside professional service is engaged on a project basis. P. J. Trevethan has had 12 years' experience with films and slides. He has produced local films, and supervised production of the 16mm film described above.

### **MEETINGS:**

Films and slides relating to various phases of rehabilitation services are shown at GIA's biennial meetings.

### **FINANCING:**

The national program is financed by dues and contribution. The visual aid service is financed as part of the promotion and publicity budget.

### **HISTORY:**

The Film Service was started in 1950. At first, local films were used; in January, 1952, the nationally distributed film was released.

### **FORECAST:**

Continued use will be made of movies and other visual aids.

## **THE GRENFELL ASSOCIATION OF AMERICA**

*President, ARTHUR W. BINGHAM, JR.*

366 Fifth Avenue  
New York 1, New York

Wisconsin 7-8535

*Members: About 3,000*

**ACTIVITIES:**

The Grenfell Association distributes a film, free of charge, to any interested film users, which tells the story of the medical and social service work carried on in Labrador by their organization. This 16mm film, 37 minutes in length, in color and sound, is obtainable at all Grenfell offices.

Today the Grenfell Association operates four hospitals, seven nursing stations, children's homes, hospital ships and supply schooner, also clothing distribution and industrial and agricultural efforts at all stations.

**HISTORY:**

In 1892 the late Sir Wilfred Grenfell became the first doctor to live in Labrador and Northern Newfoundland. The young physician faced arrears of surgical neglect and destitution. His understanding and vision opened a new world for those isolated people. With his colleagues, he provided hospitals, schools, and many forms of social work and self-help. Today the Grenfell Association represents the only medical and social service aid covering 1,200 miles of subarctic coastline, where transport still depends on small craft or on dog teams.

**FINANCING:**

The Grenfell Association is financed through contributions and supplementary financing through the English and Canadian Government.

## **INDIA SOCIETY OF AMERICA**

*Director, HARI G. GOVIL*

9 Rockefeller Plaza  
New York 20, New York

Columbus 5-7460  
Founded 1924

**AIM:**

To promote mutual understanding between India and the U.S.A., and to encourage cultural relations between the two countries. Since India is the second largest film-producing nation in the world, films are an important part of the Society's program.

**ACTIVITIES:**

Film shows are sponsored by the Society for its members and other groups. Sometimes these showings are arranged cooperatively with other organizations—such as the New York Dance Society, East-West Association, and the Community Church of New York. The Society has also sponsored many membership showings of 16mm films taken by Americans and Indians while in India.

**MEETINGS:**

The premieres of a number of Indian films have been held at the Society's annual meetings; film programs are usually arranged for all meetings.

## *India Society of America*

### **FINANCING:**

The Society is financed from membership dues, donations, and admission fees.

### **HISTORY:**

Premieres of important Indian feature films were held beginning in the 1920's.

### **FORECAST:**

Our future film program is directed toward organizing an India Film Festival in the United States some time in 1954. In this connection, we are at present negotiating with Indian producers and the Government of India for their cooperation. In addition to this, it is our desire to interest cultural groups and organizations to undertake, with our cooperation, the production of documentary and cultural films on India to be filmed in that country. Most of the 16mm films shown by us were secured through the Information Services of the Government of India, in Washington, D.C. We are now arranging to secure direct 16mm prints of some of the best films produced in India, which would interpret the life and culture of India and her people.

## **INDUSTRIAL AUDIO-VISUAL ASSOCIATION**

*President*, LEO C. BEEBE

*Secretary*, D. F. STEINKE

*Treasurer*, J. T. HAWKINSON

P.O. Box 656, Old Post Office Annex  
Chicago 90, Illinois

Founded 1946

*Members*: 90; membership is restricted to persons engaged in audio-visual activities for nontheatrical, commercial, or industrial firms

### **AIM:**

To study and promote better standards of creation, production, appreciation, use, and distribution of all forms of audio-visual materials and equipment.

### **ACTIVITIES:**

The members of this Association, who have mutual professional interests in the integrated uses of audio-visual materials, devote some of their time to practical studies of the dozens of types of a-v media, such as motion pictures, slidefilms, mock-ups, slides, recordings, sound systems, radio, television, opaque projection, pictoboards, shadow-graphs, skits, check sheets, exploded views, and a host of others, which are being offered on the market today. The results of these studies are for the use of the Association's membership.

Members in various sections of the country get together periodi-

cally at central points within their respective areas while the entire Association membership now meets twice a year, with one general meeting designated as the annual meeting.

## **INTERNATIONAL LADIES' GARMENT WORKERS' UNION, AFL (ILGWU)**

*President, DAVID DUBINSKY*

1710 Broadway  
New York 19, New York

Columbus 5-7000  
Founded 1900

*Members: 430,000 in over 480 locals in U.S.A. and  
Canada*

### **FILM LIBRARY of the Education Department:**

*Education Director: Mark Starr*

#### **AIM:**

To use motion pictures to tell the ILGWU story to the world and to union members; to help further the health education programs of member groups; to provide intelligent entertainment for members through well-selected films and subsequent discussions.

#### **ACTIVITIES:**

*Production:* Four sound movies have been produced under the direct sponsorship of the ILGWU. Local 91 is the subject of one of the films; another is on the union's fiftieth anniversary convention. One feature film deals with the complete history of the union and is available in French, Spanish, Italian, and German. A free mimeographed catalog describing these films is obtainable.

*Distribution:* The films produced by ILGWU, as well as several dozen other films on political, economic, and health problems, are available without charge to ILGWU groups, and for a small rental charge to other groups. The Department also has filmstrips and recordings which may be borrowed or rented. A free catalog, "Say It With Pictures" (17 pp. mimeo.), of these materials can be obtained.

*Utilization:* Assistance in selecting films is given by the Education Department to member groups of the union. Special film shows are held regularly at the ILGWU headquarters, on such topics as mental health, political action, and film appreciation. Ten of the 29 Educational Directors have their own 16mm projectors and prints of ILGWU films. These films are especially useful for explaining union activity to educational groups at all age levels and to visiting foreign groups.

#### **PUBLICATIONS:**

"We Use Films in Our Program: ILGWU," by Mark Starr. Two-page reprint from "Film News." Free

"The Eye Route: Visual Aids for Workers' Education." 1938. 24 pp. 15¢

## ILGWU

"With These Hands," synopsis of film available in six languages with suggestions for educational use. 4 pp.

### PERSONNEL:

Three people in the Education Department give part-time attention to programing, booking, and checking films. Mark Starr has been Education Director of the ILGWU since 1934. Prior to that time, he was Extension Director at Brookwood Labor College, Katonah, New York.

*Assistant and Checker:* Marvin Rogoff

*Booker:* Helen Wolmer

### MEETINGS:

Education Directors in New York City meet monthly. Institutes and regional conferences use films and discuss programs. The union has a triennial convention.

### FINANCING:

The Education Department and the Film Library are supported from Head Office general funds from a weekly 20¢ per member. The yearly budget for the Education Department is approximately half a million dollars.

### HISTORY:

Started officially in 1917, the Education Department of the ILGWU pioneered in union education. The Film Library was established in 1948.

### FORECAST:

The Department expects to package its films for regular planned use in local union membership meetings, and to use films to teach union songs and make greater use of films in strikes and other general meetings as well as study classes and lectures. There are plans, also, to produce a series of films showing the union contribution to community welfare.

## INTERNATIONAL SOCIETY FOR THE WELFARE OF CRIPPLES (ISWC)

*Assistant Secretary General,* NORMAN ACTON

127 East 52nd Street  
New York 22, New York

PLaza 3-6671  
Founded 1922

*Members:* Membership is composed of affiliated national organizations in 26 countries.

### IRVING GEIST INTERNATIONAL FILM LIBRARY:

*Film Librarian:* Mrs. Emily Abouchar

### ACTIVITIES:

Among its services to facilitate the international circulation of films concerning work for the disabled, the Film Library of the International Society for the Welfare of Cripples lends in the

United States several films produced in other countries. A folder listing these films is available. United States films included in the library are loaned to persons and organizations in other countries and are not available for showing in the United States. (Such films are available in the U.S. from other sources.

Members of the United States Committee of the ISWC may borrow the films listed in the folder without charge. A service fee of \$2.00 is charged for each film borrowed by other persons or organizations. Borrowers pay return postage and insurance.

## **JEWISH NATIONAL FUND (JNF)**

*Executive Director*, MENDEL N. FISHER

41 East 42nd Street  
New York 17, New York

Vanderbilt 6-3780

Founded 1901

*Members:* The American Jewish Community and friends of Israel serviced through 2,000 JNF Councils throughout the country

### **JNF FILM SERVICE:**

*Director, Education and Youth Department:* Joseph Greenstein

### **AIM:**

To service the JNF Councils and interested groups throughout the country with films on the work of the Jewish National Fund, and on the development of the State of Israel; to act as a clearing house on information about films for the constituents of the JNF Councils; to review films dealing with Jewish life and Israel; to administer a film library; to develop audio-visual materials; to develop an audio-visual program with an educational base.

### **ACTIVITIES:**

*Production:* The area is being explored to set up a balanced schedule of production for materials, records, filmstrips, and films.

*Distribution:* Twenty-three films are presently maintained in our film library and are available on request. Service fee of \$2.00 is charged. A catalog listing these films is available on request.

*Utilization:* Consultant service in selecting films and planning film programs is given. Film showings are held periodically for National Staff and Key Program Chairmen of the JNF Councils. Study guides for use with each film are in preparation.

### **PUBLICATIONS:**

New films are reviewed by the Board of Review of the National Council on Jewish Audio-Visual Materials. Reviews are printed in the "Jewish Audio-Visual Review."

### **PERSONNEL:**

Joseph Greenstein was for 13 years instructor of audio-visual education in the Teachers Institute of Yeshiva University, and at one time director of the Zionist Organization of America, Department

### *Jewish National Fund*

of Education (including the Film Service Division). He is the author of articles on the subject in "The Jewish Teacher" and the "Educational Screen"; and a member of the Executive Committee and of the Board of Review of the National Council on Jewish Audio-Visual Materials. One full-time secretary is employed in addition to the Director, out of a staff of 60. For technical aspects, outside help is employed.

#### **MEETINGS:**

A Film Forum of new items is always conducted at the annual meeting. Also a consultation service is rendered.

#### **FINANCING:**

The JNF is financed by contributions and bequests, and the film activities and services are a division of the Education and Youth Department.

#### **HISTORY:**

Films have always been a tool employed by the JNF. In its early history, the films were produced in Israel, and when the JNF was a member of the United Israel Appeal and of the United Jewish Appeal, its film services were generally conducted by those bodies. With the setting up of the Education and Youth Department, the Audio-Visual Materials Division was made a part of that department, and the whole area is in the exploratory stage.

#### **FORECAST:**

The demand for films and audio-visual materials is increasing, and an additional allocation for these services will be made so that our plans call for exhibit materials, song films, recordings, filmstrips, films, radio and television scripts.

## **LAUNDRY WORKERS' INTERNATIONAL UNION, AFL (LWIU)**

*President of General Executive Board, SAM J. BYERS*

30 West Washington Street  
Indianapolis 4, Indiana

Plaza 3858  
Founded 1900

*Members: 100,000 laundry and dry cleaning employees*

#### **DEPARTMENT OF RESEARCH AND EDUCATION:**

*Director: Herbert S. Shockney*

#### **ACTIVITIES:**

The union distributes a film designed to acquaint the viewer with the benefits—to the employee, employer, and general public—of sending their laundry to a union laundry. The film is available at the Department of Research and Education. Film activities of this organization are financed by the LWIU general fund.

# **LUTHERAN WORLD ACTION, NATIONAL LUTHERAN COUNCIL (LWA-NLC)**

*Executive Director*, THE REV. DR. PAUL C. EMPIE

50 Madison Avenue  
New York 10, New York

Murray Hill 6-8860  
Founded 1918

*Members*: About 4,500,000 baptized, more than 3,000,000 confirmed (adult), in 10,000 congregations of eight national church bodies

## **AUDIO-VISUAL AIDS SERVICE:**

*Promotional Secretary*: Pastor Rollin G. Shaffer

## **AIM:**

To produce, release, distribute, and promote graphic materials to aid member churches in interpreting the programs supported by Lutheran World Action fund appeals.

## **ACTIVITIES:**

*Production*: Lutheran World Action has produced 12 black-and-white 16mm sound motion pictures and about an equal number of filmstrips. These depict world needs and the globe-girdling programs of LWA to alleviate them: relief and reconstruction overseas; rehabilitation and resettlement of refugees; rescuing and developing war-separated missions and younger churches in Asia, Africa, and Oceania; spirited ministry to the U.S. Armed Forces; strengthening the Christian witness of churches, especially those suffering persecution and oppression.

*Distribution*: The Council has a network of LWA film distribution centers, 18 in the U.S. and two in Canada. These centers include church publishing houses, church bookstores, and church welfare agencies. They store, ship, and repair prints.

*Utilization*: With the aid of 600 volunteer LWA directors, mostly pastors, the Council seeks effective utilization of its own films and others recommended by it. With many of these films it furnishes free discussion guides and invitation flyers.

## **PUBLICATIONS:**

As part of its total promotion of Lutheran World Action, the Council includes film information in its monthly four- to six-page "Lutheran World Action Bulletin," and its bimonthly magazine, "The National Lutheran." The latter runs about 60 pp. per issue and annual subscription price is 50¢.

## **PERSONNEL:**

The Audio-Visual Aids Service depends upon the part-time attention of persons who have other major responsibilities. Lutheran World Action employs eight full-time workers; the NLC's international staff numbers about 400. The persons most concerned with films are:

*NLC Executive Director*: Dr. Paul C. Empie

## *Lutheran World Action*

*LWA Promotional Secretary:* Pastor Rollin G. Shaffer

*Equipment Manager:* Harold Skelton

### **MEETINGS:**

Occasionally a new LWA film is shown at the annual meeting of the National Lutheran Council.

### **FINANCING:**

The National Lutheran Council is financed by contributions from the member churches in proportion to their numerical strength and ability. The Audio-Visual Aids Service, including production and distribution of films, is financed by a promotional budget of Lutheran World Action. Council film releases are available free of charge or for a nominal service charge to Lutheran churches and community groups.

### **HISTORY:**

Widespread world needs and an expanding program to meet them during and after World War II prompted the National Lutheran Council to provide audio-visual aids to promote its fund appeal, Lutheran World Action, begun in 1940. A modest beginning in 1943 was made with black-and-white filmstrips. In 1946, the Council released its first LWA sound film, which portrayed the need for church relief and reconstruction overseas, as seen through the eyes of a returned soldier. Annually since then, the Council has released one or more 16mm sound films and 35mm filmstrips. Most of the films have professional casts, except for the churchmen involved.

### **FORECAST:**

Under production for 1954-55 is a sound motion picture, probably in color, on Sumatra. Efforts are being made to secure wider coverage through area promotion by 600 LWA directors. More effective use is stimulated also by the developing film services of the member church bodies of which the four largest are United Lutheran Church in America, Evangelical Lutheran Church, American Lutheran Church, and the Augustana Evangelical Lutheran Church.

## **MAHOGANY ASSOCIATION, INC.**

*Executive Secretary,* GEORGE N. LAMB

666 North Lake Shore Drive  
Chicago 11, Illinois

DElaware 7-3832  
Founded 1922

*Members:* 18

### **ACTIVITIES:**

The Mahogany Association has sponsored production of a 16mm film, in sound and color, which tells the story of mahogany and its products historically, and from the tropical jungle to many fin-

ished products. There are three versions of the film available, 40-, 30-, and 28-minute (black-and-white for tv).

The film is distributed by Ideal Pictures Corporation, 58 E. South Water Street, Chicago 1, Illinois, except for transportation and insurance costs. A descriptive leaflet is obtainable, which also contains additional rental information.

## **MENTAL HEALTH FILM BOARD INC. (MHFB)**

*President*, M. RALPH KAUFMAN, M.D.

*Executive Secretary*, ALBERTA JACOBY

166 East 38th Street  
New York 16, New York

ORegon 9-3326  
Founded 1949

*Members*: Specialists in psychiatry and public health

### **AIM:**

To promote, plan, and supervise the production, distribution, and utilization of mental health films on a wide variety of subjects for both lay and professional audiences.

### **ACTIVITIES:**

*Production*: The Mental Health Film Board determines the content and emphasis of films to be produced. It exercises close supervision at all stages of production. Eleven films have been produced to date, seven dealing with subjects of general interest, such as old age, child guidance clinics, parent-child relations, adolescence, mental health in the classroom, the role of the father in the family, and the meaning of psycho-therapy. Four are on subjects especially suitable for ancillary professions. They deal with the mental health aspects of public health nursing, social service, the work of the psychiatric aide, and the recreational and occupational therapist.

*Distribution*: Through the International Film Bureau, 57 East Jackson Boulevard, Chicago 4, Illinois, prints of Film Board films are distributed to film libraries, government agencies, educational institutions, churches, professional organizations, and a wide variety of lay groups. Descriptive leaflets of the films are available.

*Utilization*: The staff of the MHFB, its consultants, and members carry on a continuing program to increase the use of mental health films and enhance their effectiveness. This is done through the preparation of discussion materials, the planning of round-table discussions at lay and professional meetings, and the widespread dissemination of information about the films.

Two study guides, "Points to Remember about *Farewell To Childhood*," and "How to Get the Most Out of *Farewell To Childhood*," were written by Cecile Starr for the Board.

## *Mental Health Film Board*

### **PERSONNEL:**

A full-time executive director and a full-time secretary; technical consultants are employed as needed. Alberta Jacoby, Executive Director, was formerly Associate Chief of the Publication Branch of the United States Public Health Service; Chief of the Publications and Reports Branch of the National Institute of Mental Health; Consultant on Public Education to the American Psychiatric Association and the Group for the Advancement of Psychiatry, and many other organizations.

Officers and members of the Board are: Howard P. Rome, M.D., Vice-President, Head of Psychiatry, Mayo Clinic; Robert T. Morse, M.D., Secretary, Chairman of Public Education Commission Group for the Advancement of Psychiatry; Harry I. Weinstock, M.D., Treasurer, Lecturer in Psychiatry, Columbia University; Kenneth Appel, M.D., President of American Psychiatric Association; Leona Baumgartner, M.D., Commissioner of Health, New York City; Carl Binger, M.D., Associate Professor of Clinical Psychiatry, Cornell University Medical College; Leon Saul, M.D., Professor of Preventive Psychiatry, University of Pennsylvania; Erwin Swann, Publicist.

*Film Consultants:* Affiliated Films, Inc., 164 East 38th St., N.Y.

Film production, film distribution, and editorial services are employed by special contract as required.

### **MEETINGS:**

Films produced under the supervision of the MHFB and other producers are shown at annual meetings.

### **FINANCING:**

The production program of the MHFB is financed by federal, state, and voluntary agencies, under whose auspices the films have been produced.

### **HISTORY:**

In setting up the MHFB, a fortunate combination of opportunities existed. A group of leading psychiatrists and public health specialists, who had been active in the public education efforts of professional groups, such as the American Psychiatric Association and the Group for the Advancement of Psychiatry, were willing to devote their time and the benefits of their experience to this project as a public service. Federal and state mental health agencies that were receiving a mounting wave of requests for mental health films were willing and able to support a production program with technical personnel and financial assistance. A number of leading documentary film makers were interested in participating in this program. This cooperative effort resulted in eleven motion pictures.

The recent survey by the Educational Film Library Association showed that of all films in all categories available for use in adult education programs, mental health films led with a total of six out of ten leading films most frequently shown.

**FORECAST:**

Plans are presently being made to produce additional films in the mental health field. They will cover a wide range of topics, the subject matter for some having been suggested by key professional and lay organizations. Discussion guides will be made available to accompany each film in order that the optimum effects can be exploited. Beginning in 1954, bimonthly previews of films outstanding in the mental health field will be shown to Board members.

**NATIONAL ASSOCIATION FOR PRACTICAL NURSE EDUCATION, INC.**

*Executive Director*, HILDA M. TORROP, R.N.

654 Madison Avenue  
New York 21, New York

TEmpleton 8-6626  
Founded 1941

*Members:* Professional nurse educators; practical nurses; interested lay people; nursing schools, hospitals, practical nurse associations

**ACTIVITIES:**

The Association's first film was released in April, 1954. This is a 16mm motion picture, sound, color, 20 minutes in length, to aid in recruitment. It is expected that this will be of great assistance to the 300 schools of practical nursing and also of interest to outside organizations such as guidance counselors, the Red Cross, public schools. Financing of the film was by grant to the Association. The picture is available for purchase or rental from the headquarters of the Association.

**NATIONAL ASSOCIATION OF FOOD CHAINS (NAFC)**

*President*, JOHN A. LOGAN

726 Jackson Place  
Washington 6, D.C.

NAtional 8-8732

*Members:* Retail food store chains in the U.S.

**PRESS RELATIONS:**

*Director:* Jean Osgood

**ACTIVITIES:**

NAFC has a 16mm film for distribution, in sound and color, which has proved to have wide interest. It is the story of modern retail food distribution, designed to attract new customers to the stores and create good public relations, and is available to employee groups, consumer organizations, unions, and other groups. Prints may be purchased by member companies and others interested in obtaining a wider understanding of food distribution. Groups may make arrangements to show the film by contacting the NAFC's

### *National Assn. of Food Chains*

national office, which contacts a member company in the area.

#### **PUBLICATIONS:**

The Association's weekly "Bulletin" occasionally alerts member companies to films that are available and may fit into their personnel, merchandising, or public relations programs.

#### **FINANCING:**

The NAFC film was financed by 19 member companies.

## **THE NATIONAL ASSOCIATION OF MANUFACTURERS of the U.S.A. (NAM)**

*Managing Director, EARL BUNTING*

2 East 48th Street  
New York 17, New York

Circle 5-6600  
Founded 1895

*Members:* More than 20,000 industrial and business concerns

#### **MOTION PICTURE DEPARTMENT:**

*Director:* L. Robert Oaks

#### **AIM:**

To produce, sponsor, promote, and distribute motion pictures for educational purposes for group, teacher, and community use; to provide industrial management with information about materials sponsored by other organizations; and to provide guidance in the use of motion pictures.

#### **ACTIVITIES:**

*Production:* The Department proposes motion pictures for NAM sponsorship in line with the Association's objectives; prepares treatments and scenarios; arranges for production by commercial producers.

*Distribution:* The Department maintains a library of 3,000 16mm prints for industrial, educational, and group use, and a library of 1,580 newsreel prints for television station use only; prepares promotional materials and catalog, also specialized listings. The Department also arranges and approves deposit and sale to educational and business groups.

#### **PUBLICATIONS:**

"Motion Picture Bulletin For Business Executives," published approximately six times a year. Circulation limited to business executives. (Due to the pressure of demand, the Department may soon charge a nominal price and open the circulation list to non-management leaders.)

"The Big Market For 16mm Films," an elementary 16mm guide for industrial management. 38 pp.

"Award Winning Motion Pictures," a 1953-1954 catalog of NAM films

**PERSONNEL:**

There are seven full-time employees in the Department, out of a total of about 400 on the NAM staff. L. Robert Oaks has been head of the Motion Picture Department since 1945. Previous to that he was a writer in the NAM Promotion Division and had held a number of positions in newspaper and public relations fields.

*Assistant to Director:* Florence Appel

*Chief Projectionist:* Harry Gangian

**MEETINGS:**

Films are used at the Congress of American Industry when they contribute to the program session's objective, or when NAM has a new film to exhibit.

**FINANCING:**

The Association's income is from dues from members and from voluntary subscriptions. The Motion Picture Department's activities are financed from these revenues.

**HISTORY:**

The current film program of the NAM was initiated in 1935 with the issuance of both sound and silent filmstrips. The motion picture program began in 1936. The purpose of these two programs was to make more effective the Association's public information program in the field of economics and technology. The filmstrip program was discontinued in 1945, as was the theatrical film program the following year. The 16mm program has been continued ever since.

**FORECAST:**

Two new films have been released in 1954 and two more are planned for 1954 release.

## **NATIONAL ASSOCIATION OF PURCHASING AGENTS**

*Executive Secretary-Treasurer,* G. A. RENARD

11 Park Place  
New York 7, New York

COrtland 7-3677  
Founded 1915

*Members:* Over 16,000 purchasing agents for industry, institutions, government agencies, schools

**COMMITTEE ON EDUCATION:**

*Subcommittee on Visual Education*

**ACTIVITIES:**

The Association has not produced any films, but has been successful in an advisory capacity in having some produced which are adequate for its purposes. The Visual Education Subcommittee selects and recommends films—indicating where they may be obtained—for use by the 91 affiliated local associations at monthly meetings. In many instances, program notes and a guide for showing the films are prepared for the use of the local program committee. Members are interested in showing films on purchasing and films concerning industry.

## **NATIONAL ASSOCIATION OF TRAVEL ORGANIZATIONS (NATO)**

*Executive Vice President, JAMES L. BOSSEMEYER*

1424 K Street, N.W.  
Washington 5, D.C.

EXecutive 3-7690  
Founded 1941

*Members:* 500 members representing all forms of travel (railroads, airlines, shipping lines, bus lines), travel publications, resorts, accommodations, travel attractions

### **AIM:**

To provide a list of travel films to be made available to the general public to facilitate borrowing and showing of travel films.

### **ACTIVITIES:**

A motion picture directory is published annually in September. Supplements are issued whenever sufficient information is gathered to warrant such supplement. The catalog is available free. It lists travel films which are available without charge (for other than transportation costs) to groups or responsible individuals for showings for which admission is not charged.

### **PUBLICATIONS:**

The motion picture directory is published as part of the September issue of "Travel, U.S.A.," the Association's monthly publication.

### **PERSONNEL:**

The directory is compiled by the entire staff from material submitted by any persons or organizations interested in having films listed. Initial handling of material is done by Ronald G. McBride, Office Manager.

### **MEETINGS:**

Films are shown at the annual convention whenever the program permits use of time for such activities.

### **FINANCING:**

The Association is financed, primarily, by membership dues.

## **NATIONAL AUDIO-VISUAL ASSOCIATION, INC. (NAVA)**

*Executive Vice President, DON WHITE*

2540 Eastwood Avenue  
Evanston, Illinois

DAvis 8-3396  
Founded 1939

*Members:* 450 audio-visual dealers throughout the U.S. and Canada and 150 suppliers of audio-visual materials and equipment

### **AIM:**

To expand the use of films and audio-visual equipment and promote better methods of distribution and use of these products.

**ACTIVITIES:**

NAVA's activities are concerned with sponsoring national and regional meetings, printing various publications, supporting audio-visual legislation, providing liaison between its members and other audio-visual organizations, helping to maintain standards in the field, and carrying on an active program of aiding its members and audio-visual users with their problems and activities.

**PUBLICATIONS:**

"NAVA News," a biweekly four-page newspaper of Association and industry affairs, for NAVA members only

The "NAVA Membership List and Trade Directory," a listing of the names, addresses, and phone numbers of NAVA members, indicating with key numbers the services provided by these members for audio-visual users. It includes such information as where films may be purchased and rented, the types of films rented, the number of titles in each member's library, the types of equipment available for rental, where repair service is available. 1954 edition. Single copies free

The "NAVA Audio-Visual Equipment Directory," a detailed guide to all current models of audio-visual equipment and accessories, including projectors, tape recorders, playback equipment, and special equipment. This Directory gives specifications for each individual model, including price, model name and number, type of material it projects or plays, weight, operation, lamp type, lens type. Each series of models is pictured. This publication is available to audio-visual people in schools, churches, organizations, and public libraries. 140 pp. 335 illustrations. \$3.50 per copy (\$3.00 if payment accompanies order)

"NAVA and You," a booklet describing the activities and services of the Association. Free

"Dealers are Human," a booklet on a-v dealer services. Free

Various other publications are available to NAVA members only.

These include "Uniform Accounting System for NAVA Members," "Report of the Annual NAVA Survey," "Recruiting Audio-Visual Salesmen," and others.

**PERSONNEL:**

Five people work full time on all phases of the Association's activities.

**MEETINGS:**

The National Audio-Visual Convention and Trade Show is held annually. This is composed of concurrent meetings of several national audio-visual associations, including the national convention of NAVA and the NAVA Trade Show. Whenever possible, films are used in connection with meetings. The Trade Show includes exhibits by film producers and distributors; many other exhibitors use films to promote their products. Audio-visual people from schools, churches, industrial firms, and other organizations are admitted to the Trade Show.

### *National Audio-Visual Assn.*

A Conference is held each spring for commercial film producers, distributors, film librarians, and dealers, where film distribution problems are discussed and plans are made to meet these problems.

#### **FINANCING:**

NAVA is financed through a system of dues from its members and by the sale of publications. It is incorporated as a nonprofit organization.

#### **HISTORY:**

A group of audio-visual dealers organized as the National Association of Visual Education Dealers in 1939. After World War II, in 1946, a full-time executive secretary was appointed, headquarters offices were opened in Chicago, and the first NAVED Convention and Trade Show was held. In 1948, the headquarters offices were moved to Evanston, Illinois, its present location. NAVED and the Allied Non-Theatrical Association were merged in 1949, and the name changed to NAVA. It serves audio-visual dealers who are voting members of the Association, and audio-visual suppliers including all major educational and religious film producers who are advisory members.

#### **FORECAST:**

By helping its members to do a better job of serving audio-visual users, NAVA continues to work toward expansion of film utilization in all areas.

## **NATIONAL AUDUBON SOCIETY (NAS)**

*President, JOHN H. BAKER*

*Chairman of the Board, LUDLOW GRISCOM*

1130 Fifth Avenue  
New York 28, New York

ENright 9-2100  
Founded 1905

*Members:* About 21,441 members, composed of branch and affiliate groups concerned with nature education and the problems of conservation, as well as interested individuals. Special memberships are held by 300,000 school children annually.

#### **PHOTO AND FILM DEPARTMENT:**

*Director: Jane Ann Segnitz*

#### **AIM:**

To act as a clearing house on information about films for the members, branches, affiliates, school groups, and youth leaders; to review films on nature education and conservation; to administer the film library and maintain a sales organization for slide and filmstrip material; to develop audio-visual materials; to cooperate with film producers; and to operate an agency for wildlife photographers in selling their photos to commercial concerns.

**ACTIVITIES:**

*Production:* The Society engages in the production of films on NAS activities, such as wildlife tours, camps, and sanctuaries.

*Distribution:* About 65 films are presently maintained in the film library for rental to any interested person or group. A catalog listing the titles is available for a 10¢ handling charge.

*Utilization:* Consultant service is given in the selection of films and program planning. The Society has a list of materials it recommends for use in conjunction with films from its library or other sources.

**PERSONNEL:**

There are two full-time staff members in the Photo and Film Department; about 70 persons comprise the staff of NAS. Jane Ann Segnitz, Director, was formerly film librarian for Colonial Williamsburg, Williamsburg, Virginia.

*Assistant:* Rhoda Mayersohn

*Staff reviewing committee:* Seven members

**MEETINGS:**

Films are an integral part of the National Audubon Society's annual convention. The sessions are open to any interested individuals as well as to members and delegates.

**FINANCING:**

The National Audubon Society is financed by membership dues, gifts, and bequests. The Photo and Film Department receives its budget from the over-all funds, and no attempt has been made to analyze the self-sustaining possibilities of a film library since it is considered part of the educational materials and service of the Society.

**HISTORY:**

Prior to 1941, each department in the organization maintained its own audio-visual materials as projects demanded. In 1941, a photo file was organized to serve the entire organization and members. The plan called for the formation of a photo agency to serve as a clearing house for the nation's wildlife photographers. In 1947, a production unit was included for the purpose of creating promotional materials, and at the same time a consulting service was initiated for members and affiliated groups. This has grown into the present film library and department.

**FORECAST:**

We anticipate further production of films promoting our own activities, and eventually a documentary film telling the story of the Society, its history and present far-reaching program. It is the feeling of the staff that eventually we should be producing our own films in the general field of natural history and conservation. It is also thought that new films should be added to the library on ever-widening subject matter, with particular emphasis on promoting the further use of all films in this field.

# NATIONAL BOARD OF FIRE UNDERWRITERS (NBFU)

*General Manager*, LEWIS A. VINCENT

85 John Street  
New York 38, New York

BEekman 3-1400  
Founded 1866

*Members*: More than 200 capital stock fire insurance companies maintain this engineering, research, statistical, and public service organization.

## **PUBLIC RELATIONS DEPARTMENT:**

*Director of Public Information*: J. Wendell Sether

## **AIM:**

To provide visual aids to schools, fire departments, civic clubs, and tv in support of fire prevention activities, and to further the public relations program of the capital stock fire insurance companies.

## **ACTIVITIES:**

*Production*: Several films are produced each year, either by commercial companies or by the Director working independently. In the past year, one film has been produced on training firemen, three on fire prevention.

*Distribution*: Films are distributed in several ways. Most NBFU films are distributed by the Bureau of Communication Research Inc., 13 East 37th Street, New York. A branch film library handling bookings west of the Rockies is maintained at the National Board of Fire Underwriters, 465 California Street, San Francisco, Cal., and at the Fire Prevention and Engineering Bureau of Texas, Mercantile Securities Building, Dallas, Texas; and at the South-Eastern Underwriters Association, Trust Company of Georgia Building, Atlanta, Georgia. Films are loaned free of charge except for return postage. A four-page pamphlet listing the films is available.

## **PERSONNEL:**

J. Wendell Sether is a former newspaper writer and picture editor with the *Evening Herald and Express* in Los Angeles. During the war, he was in psychological warfare work with the Coordinator of Information and the Office of War Information. He has been with the National Board of Fire Underwriters since 1946, in charge of press, radio, and tv activities.

## **FINANCING:**

The program is financed entirely by the National Board of Fire Underwriters as part of its over-all public relations program.

## **HISTORY:**

In 1942, the National Board produced its first picture, which told of the Board's engineering surveys of municipal fire departments. No further film work was done until 1947, when the present Director took charge. Since then, 15 films have been produced. A film on tornadoes is currently in production.

**FORECAST:**

Increased demand for the National Board's films has resulted in steady expansion of the film program. This has been accelerated by the opportunities for public service showings afforded by television. It is likely that activities of the National Board in films will continue to grow. The films are widely used by schools, churches, fire departments, civic clubs, insurance agents, and the Armed Forces, in addition to tv.

**NATIONAL BOWLING COUNCIL (NBC)**

*Executive Secretary-Treasurer*, A. L. EBERSOLE  
*President*, ROY HARDY

1420 New York Avenue, N.W.  
Washington 5, D.C.

*Members*: 9 members, each an executive officer of a national bowling integer

**ACTIVITIES:**

One film was produced in 1950, for the purpose of entertainment and bowling instruction. Prints are available for purchase or rental free of charge to any bowling and recreation group.

**FINANCING:**

The NBC, a nonprofit organization, is supported by the voluntary contributions of its integer members: The American Bowling Congress, Brunswick-Balke-Collender Company, Billiard and Bowling Institute of America, Bowling Proprietors Association of America, National Duck Pin Bowling Congress, Woman's International Bowling Congress, Massachusetts Bowling Association (candle pins).

**THE NATIONAL CONFERENCE OF CHRISTIANS AND JEWS (NCCJ)**

*President*, EVERETT R. CLINCHY

381 Fourth Avenue  
New York 16, New York

MUrray Hill 9-4720  
Founded 1928

*Members*: There are 200 members on the Board of Directors, and 62 regional offices in major cities in the United States.

**FIELD AND PROGRAM SERVICE:**

*Director*: Lillian Cohen

**ACTIVITIES:**

NCCJ has produced a number of films in the field of human relations. Film libraries have been established at all NCCJ regional offices, which include NCCJ-produced films and films produced by other organizations and companies, on the theme of good will and

## *National Conference of Christians and Jews*

understanding among all groups. Films may be borrowed from all NCCJ offices. Films are reviewed at national headquarters for possible inclusion in film libraries. NCCJ provides consultant service for selecting films to be used in programing.

### **PUBLICATIONS:**

"Bibliography of Materials" includes annotated listing of films and filmstrips which may be secured through NCCJ offices.

Films are mentioned as suggested tools for intergroup education programs in various pamphlets published by NCCJ.

### **PERSONNEL:**

The directors of the five NCCJ commissions, Commission on Educational Organizations, Commission on Religious Organizations, Commission on Community Organizations, Commission on Labor-Management Organizations, and Commission on Mass Communications, plus all regional directors in field offices, incorporate the use of films in their program work. NCCJ employs 250 people. Lillian Cohen has been associated with the National Conference of Christians and Jews for the past eight years, working on the production and distribution of program materials.

### **MEETINGS:**

NCCJ holds an annual meeting in Washington, D.C., in November. This meeting is not devoted to films, but NCCJ delegates from all parts of the country gather to discuss the over-all program of the organization. Regional offices hold institutes and forums on the use of films at different times during the year. Films are evaluated at such meetings, with community representatives participating.

### **FINANCING:**

NCCJ is financed by voluntary contributions, special grants, and foundation support. The expenses for operating film service are included in the over-all program budget.

### **HISTORY:**

The film program of the National Conference was started about fifteen years ago with a limited number of films for use free of charge by community organizations, schools and colleges, and churches and synagogues. The film libraries in NCCJ offices now include a comprehensive selection of human relations films which may be borrowed. NCCJ has been invited to serve as consultants in the production of new films in the field of human relations, and has tried to stimulate Hollywood producers to make films that help in the building of healthy attitudes.

### **FORECAST:**

Believing that films play an important role in the developing of sound human relationships, NCCJ plans to produce films on the theme of brotherhood, and will continue to add films produced by other companies to its regional office libraries.

# NATIONAL CONFERENCE OF SOCIAL WORK (NCSW)

*Executive Secretary*, JOE R. HOFFER

22 West Gay Street  
Columbus, Ohio

Adams 5772  
Founded 1874

*Members:* 5,600 supporting members from all fields of social work and related fields, individuals, and agencies

## **FILM COMMITTEE:**

*Chairman:* John Horwitz

## **AIM:**

To enrich communications and discussion by the use of films as an integral part of the forum functions of the Conference, whose purpose it is "to promote and share in discussion of the problems and methods identified with the field of social work and immediately related fields. The Conference is a forum for such discussion." (Preamble of the Constitution.) The film showings also serve to assist members and nonmember participants in developing the use of films in the conduct of their social services.

## **ACTIVITIES:**

The Conference shows films and provides consultation service at annual meetings.

## **PUBLICATIONS:**

Films are listed and reviewed in the quarterly Conference Bulletin. The Bulletin is available to nonmembers as well as members.

## **PERSONNEL:**

A continuing Film Committee assisted by an advisory committee of persons with professional experience in the use of films, plans and conducts the program. John Horwitz, Chairman, is Director of Central Community House and current Chairman of the Columbus Film Council. In addition to the chairman, there is one staff member, an Assistant Executive Secretary, who is responsible for film showings besides other functions.

## **MEETINGS:**

Films have been shown at annual meetings for several years. Non-members are welcome.

## **FINANCING:**

The NCSW is financed primarily from membership dues and registration fees. The cost of the film program is included in the regular operating budget of the Conference.

## **HISTORY:**

The film program has been developing rapidly during the last five years. The Conference will expand and extend its film services within its constitutional purposes and hopes to stimulate other organizations to further develop film services for the field.

# NATIONAL CONGRESS OF PARENTS AND TEACHERS (PTA)

*Director of Office, RUTH A. BOTTOMLY*

700 North Rush Street  
Chicago 11, Illinois

Superior 7-0977  
Founded 1897

*Members: 7,953,806 members; 38,500 Parent-Teacher Associations*

## **COMMITTEE ON VISUAL EDUCATION AND MOTION PICTURES:**

A national committee chairman and corresponding state chairmen of visual education and motion pictures promote interest and stimulate activity in this field.

### **AIM:**

To encourage every school to have the most effective teaching resources for visual instruction; to encourage parent-teacher groups to become informed about developments in the field of visual education and to make suggestions concerning films suitable for program use; to promote the use of the "Motion Picture Previews" which are published monthly in the "National Parent-Teacher"; to help build a public opinion that will be sensitive to the problems and values of motion pictures in community education; to cooperate with organizations that influence the production of audio-visual materials; to develop good taste in the choice of commercial motion pictures.

### **ACTIVITIES:**

Some of the ways (suggested to local chairmen) in which they can carry out these objectives are: conferences with local school officials or school committees to learn what schools are doing in the field of audio-visual education; discovery of new audio-visual education needs, and consideration of ways in which the PTA can help to meet them; setting up one or more programs each year that demonstrate the use of audio-visual materials; discussion with appropriate persons of the possibility of introducing a study of motion picture discrimination into the school curriculum; cooperation with visual education and motion picture chairmen of other local groups in a film council for the community.

The National Congress of Parents and Teachers has produced one sound slidefilm in color which shows how to use National Congress publications.

### **PUBLICATIONS:**

"Motion Picture Previews" is a regular feature of the "National Parent-Teacher," which is the official magazine of the National Congress of Parents and Teachers. Films are reviewed for their prospective audiences—"Junior Matinee," "Family," and "Adults and Young People"—and age groups (from eight years upward). Through the "Previews" an attempt is made to offer parents a dependable guide in the form of advance information in selecting good entertainment.

Usually an introduction to this section of the magazine focuses attention on such subjects as 16mm educational and documentary motion pictures available for use at PTA meetings and recommended lists of films in various areas of parent-teacher activity. Examples of successful use of visual education materials in local, council, district, and state PTA meetings are often reported. Answers to questions are sometimes included in these comments.

A PTA program aid, "Moral and Spiritual Values in Home, School and Community," has also been prepared to help local units plan discussion and action that will contribute to the moral and spiritual development of children and youth. A summary of resources is included, and a section is devoted to suggested films relating to the role of the home, role of the school, and role of the community.

#### **MEETINGS:**

Films have played a significant role in connection with recent annual conventions. In 1949, a festival was conducted by the National Chairman of Visual Education and Motion Pictures to demonstrate how films can be used to stimulate group discussion in areas of special interest to parents. Each film presented at the festival graphically introduced a problem concerning children or youth, and then discussion and analysis took place. At the 1950 convention, a film was used to demonstrate how to use this medium effectively at a local PTA meeting. At this festival, too, a new slidefilm was introduced.

#### **FORECAST:**

During the current administration (1952-55), an Action Program for Better Homes, Better Schools, Better Communities is being stressed. This program includes the following: Local units are urged to . . . "vitalize programs by making full use of the great variety of aids and devices available today—radio and television programs, films, and recordings; group discussion techniques, especially the buzz session; and such resource materials, tailor-made for parent-teacher members, as the 'National Parent-Teacher,' 'Study-Discussion Group Techniques,' and other National Congress publications."

## **NATIONAL COUNCIL OF THE CHURCHES OF CHRIST in the U.S.A.**

*General Secretary, ROY G. ROSS*

297 Fourth Avenue  
New York 10, New York

ORegon 9-5005  
Founded 1950

*Members: 39 national denominations (combined membership of 34,691,852 in 143,418 local congregations)*

**BROADCASTING AND FILM COMMISSION**

*Executive Director*, REV. ALEXANDER B. FERGUSON

220 Fifth Avenue  
New York 1, New York

ORegon 9-2968  
Founded 1950

**AIM:**

To interpret and publicize the work of the National Council and its constituents, such as foreign and home missions, church and economic life, and Christian education through films and filmstrips; to distribute films and filmstrips on a wholesale basis; to promote use of films by local churches and groups; to continue liaison with motion picture studios in Hollywood on script evaluation and counsel on Protestant tradition.

**ACTIVITIES:**

*Production:* Each year the Commission produces a film on the foreign missions theme and one on home missions. Four Christian Education films have been produced, and the fifth in a series of films on stewardship is now in process. Additional films and filmstrips on various emphases of departments of the National Council are also made.

*Distribution:* The above films, plus those already made under the former Protestant Film Commission and denominations, are distributed through over 200 dealers. A mimeographed catalog is available free.

*Utilization:* A guide for study and use of the film accompanies each print.

**PERSONNEL:**

*Director of Films:* Rev. Alexander B. Ferguson

*Business Manager:* Arthur W. Rhinow

*Sales Promotion:* Rachel Bowers

**MEETINGS:**

An annual meeting is held in March.

**FINANCING:**

The Commission is financed by contributions from denominations and individuals. Film activities are underwritten by sponsoring denominations and foundations.

**HISTORY:**

The Protestant Film Commission, founded in 1945 as producing agency for Protestant churches, became a part of the National Council of Churches in 1952. The Religious Film Association, founded in 1942 as distribution agency, terminated business in 1953 and distribution was taken over by the National Council of Churches in 1953.

**FORECAST:**

The Commission is now in the process of planning a promotional campaign on BFC films. We look forward to expanded production with more denominations and departments cooperating.

## DIVISION OF CHRISTIAN EDUCATION

*Executive Secretary*, GERALD E. KNOFF

79 East Adams Street  
Chicago 3, Illinois

WEBster 9-0944

### DEPARTMENT OF AUDIO-VISUAL AND RADIO EDUCATION (DAVRE):

*Executive Director*: Pearl Rosser

Clearances for the work of this department are made through the national committee, Committee on Audio-Visual and Radio Education, composed of 110 members representing about 30 denominations, 17 state councils, and members-at-large.

#### AIM:

To furnish the leadership for Protestant cooperation in the utilization and production of audio-visual materials in Christian education; to provide the machinery of collaboration to the member agencies for sharing projects being undertaken by individual boards or councils; and to promote advance research, experimentation, and study in the area of the relationship of audio-visual resources to the ongoing program of Christian education.

#### ACTIVITIES:

*Production*: DAVRE serves as a clearing house for member denominations in their Christian education program production activities, and has served as a collaboration channel for the interdenominational production of one motion picture and a number of sound filmstrips, silent filmstrips, recordings, and television programs.

*Utilization*: Utilization guides are available with the above materials.

The Department supervises a comprehensive evaluation program whereby seventeen committees across the country meet regularly to evaluate materials assigned in terms of Christian education objectives. Standard evaluation procedures are used by all committees. The results are summarized and released through the Visual Education Fellowship.

The VEF, with a current membership of 2,500, issues monthly evaluation bulletins and annual supplements on evaluations of 16mm motion pictures, filmstrips, slides, and records. Each evaluation contains a synopsis of the story, basic technical data, outline of weaknesses and strengths, utilization suggestions, and age group uses. To date, 1,500 titles have been evaluated. The VEF also publishes quarterly newsletters highlighting current developments in the field, and articles pointing up utilization of audio-visual resources by the local churches.

*Field Cultivation*: An annual audio-visual workshop is held, bringing together, in 1953, 350 delegates (representing about 32 denominations, 12 foreign countries, and 18 manufacturers of equipment). Missionaries, producers, and distributors of audio-

*National Council of Churches of Christ—Div. of Christian Educ.*

visual resources, area and national workers of denominational and interdenominational staffs, and denominational curriculum writers attend. Eight regional audio-visual workshops are sponsored by the department in cooperation with councils of churches. In cooperation with the Department of Youth Work, 40 Youth Work Institutes were held in the fall of 1953.

**PUBLICATIONS:**

The VEF offers its members:

"Audio-Visual Resource Guide for Use in Religious Education"

Monthly evaluation bulletins

Quarterly Newsletters

Filmstrip on Utilization of Audio-Visuals in the Church

Basic Manual, "Using Audio-Visuals in the Church"

An audio-visual page is included each month in the "International Journal," which has a circulation of 30,000. Subs. \$3.00 per year

"A Reasonable Budget for Audio-Visuals," leaflet, 75¢

"Using Audio-Visuals in the Church." Printed. 16 pp, 75¢

"What Slides and Filmstrips Should We Buy?" Leaflet, 4¢

Other mimeographed papers prepared cooperatively with other departments:

"Suggested Audio-Visuals for Use with the 1954 Uniform Lessons"

"Report of Research in Audio-Visual Aids to Education," 40¢

"Using Audio-Visuals in Weekday Religious Education," 15¢

"Audio-Visual Resources in Christian Education," 25¢

**PERSONNEL:**

The National Council of Churches has approximately 600 workers. There are about 54 persons employed in the Division of Christian Education (Chicago and New York offices). The regular staff of DAVRE is headed by Pearl Rosser, Executive Director, and an Associate Executive Director.

*Administrative Secretary:* Frances Moriwaki

*Administrative Secretary for the VEF:* June Kushino

*Evaluation Assistant:* Wendell Eller

*Secretarial Assistants:* Betty Harris, Suzanne Bowles

**MEETINGS:**

During the annual meetings of the Division of Christian Education, the Department renders audio-visual services, including the arranging for and setting up of requested equipment and materials. In 1953 this included over 80 presentations in various committee programs; also the premiere showing of a new film. Although the Committee on Audio-Visual and Radio Education meets twice a year, audio-visual presentations are not necessarily a part of these planning sessions. At each International Workshop in Audio-Visual Education, the audio-visual library handles approximately

800-900 titles of 16mm motion pictures, slides, filmstrips, and recordings. In 1953, about 18 films, five sound filmstrips, and one transcription were selected for mass showings. Over \$70,000 worth of projection equipment was loaned by audio-visual equipment manufacturers. Similar audio-visual services, on a smaller scale, are rendered at meetings, such as the following: fall meetings of the program committees of the Division of Christian Education; semi-annual retreat of the NCC Midwest Office Executive Staff; Directors of Christian Education Workshop.

#### **FINANCING:**

The National Council receives its support from three main sources: (1) direct contributions from the cooperating churches and denominations; (2) gifts of interested individuals; (3) grants from foundations or other organizations. The budget provides for a number of activities of the Department. The VEF is partially self-supporting through its membership fees; the International Audio-Visual Workshop is supported largely through a \$20.00 registration fee. The National Council subsidizes the remainder of the VEF program and the International Workshop. Denominations invest in varying amounts to the respective collaboration projects.

#### **HISTORY:**

Beginning with the first International Audio-Visual Education Workshop in 1944, audio-visual activities in the religious field have developed rapidly. The VEF grew out of the first Workshop, in answer to expressed needs for assistance to local workers. The Evaluation Program, a unique service in the audio-visual field, got under way with the first publication of the "Audio-Visual Resource Guide for Use in Religious Education" in 1949. The production of the Leadership Education Audio-Visuals in 1950 marked the beginning of interdenominational audio-visual productions. The LEAVs were introduced to the field through 20 regional leadership education institutes. Out of these regional audio-visual institutes, over 225 area and community institutes developed, designed to reach key workers from local churches.

One hundred premiere showings of the children's work film in September, 1953, marked the release of the first interdenominationally produced motion picture in cooperation with the Broadcasting and Film Commission. Extensive plans have been made for 20,000 bookings of this film by children's workers across the country over a two-year period. February, 1954 is the release date for the Third Edition of the "Audio-Visual Resource Guide for Use in Religious Education."

The Department's hopes for the future are to serve every church worker through the VEF; to experiment in the next few years with evaluated audio-visuals in actual teaching situations and to tabulate audience response; to launch into the religious educational radio and television field.

## NATIONAL COUNCIL ON JEWISH AUDIO-VISUAL MATERIALS (NCJAVM)

*Chairman*, ALBERT P. SCHOOLMAN

1776 Broadway  
New York 19, New York

Circle 6-4321  
Founded 1949

*Members*: Representatives of 32 major national Jewish communal and educational agencies

### **AIM:**

To evaluate available Jewish audio-visual materials; to disseminate authoritative information on such media to Jewish schools, community centers, and organizations; to offer guidance in the selection and use of audio-visual aids; and to coordinate Jewish audio-visual activities carried on by various organizations.

### **ACTIVITIES:**

The NCJAVM organized a Board of Review for the purpose of evaluating films and filmstrips on the basis of definite criteria. The Board of Review, consisting of teachers, groups workers, community organizers, fund raisers, and producers of audio-visual aids, has met regularly once a month, except during June, July, and August, since November, 1949.

### **PUBLICATIONS:**

"The Jewish Audio-Visual Review," an annual cumulative publication, presents the evaluations of the Board for the use of member organizations and the general public.

NCJAVM also issues annual listings of films and filmstrips of Jewish interest released during the year.

### **MEETINGS:**

The annual meeting of the NCJAVM, which is held each May, has a twofold purpose, business and workshop.

### **PERSONNEL:**

Zalmen Slesinger, Executive Secretary, has been Head of the Department of Pedagogics and Curricular Materials of the American Association for Jewish Education for the past seven years.

### **FINANCING:**

The member organizations of the NCJAVM pay annual membership dues. All additional administrative and other expenditures are defrayed by the American Association for Jewish Education, which sponsors this organization.

## NATIONAL CRANBERRY ASSOCIATION (NCA)

*President and General Manager*, MARCUS L. URANN

Hanson, Massachusetts

CYpress 3-6311  
Founded 1912

*Members:* NCA is a cooperative of cranberry growers, with a membership of over 1,800.

**AIM:**

To provide information about the cranberry industry.

**ACTIVITIES:**

*Production:* The National Cranberry Association and Eatmor Cranberries, Inc. produced, in 1950, a 16mm sound film in color about the cranberry industry, to promote further use of cranberries in desserts, salads, relishes, and the like.

*Distribution:* Modern Talking Picture Service, Inc., 45 Rockefeller Plaza, New York 20, N.Y., distributes this film. There are also a few copies at NCA in Hanson, Mass. A leaflet describing the film is available.

**FINANCING:**

The distribution costs of the movie are paid by National Cranberry Association and Eatmor Cranberries, Inc. The former processes and markets the ready-to-serve cranberry products, and the latter markets the fresh berries.

## **NATIONAL DAIRY COUNCIL**

*President,* MILTON HULT

111 North Canal Street  
Chicago 6, Illinois

FRanklin 2-3156  
Founded 1915

*Members:* 3,000

**AIM:**

To produce and distribute films geared to various age levels which promote optimum health and human welfare through adequate use of milk and its products in accord with scientific recommendations, in this way contributing to a secure American agriculture and national well-being.

**ACTIVITIES:**

*Production:* A new film is produced approximately every other year, and in recent alternate years, a filmstrip. Both are designed to meet the demand for visual presentation of information on general nutrition for professional, educational, and consumer groups.

*Distribution:* Approximately 150 prints are distributed by Association Films branch offices on a loan basis. Preview prints of films are sent from the National Dairy Council office for individuals interested in reviewing a film before purchase. A folder entitled "Program Builders" (1953) is available, which gives descriptive information on the films and filmstrips as well as purchase price and a list of offices where loan prints may be obtained.

*Utilization:* Teacher-Leader guides giving background information, film content (usually script), and suggestions for use have been prepared for use with both films and filmstrips. Affiliated

## *National Dairy Council*

Dairy Council unit personnel offer their services to groups using these films.

### **PERSONNEL:**

The Directors of Materials Development, Art and Production Department, Nutrition Research Service Department, Program Service Department, and the Affiliated Unit Service Department work with an advisory committee composed of three educators, three affiliated dairy council directors, and NDC staff members. In addition to this, authorities in the specific field are called upon for consultant and supervisory assistance on each film or filmstrip.

### **MEETINGS:**

New National Dairy Council films are shown during annual meetings. Films are also shown during many other national meetings such as American School Food Service Association and American Home Economics Association.

### **FINANCING:**

Funds for the production of National Dairy Council films are made available through the membership and affiliation dues paid by the dairy industry and the affiliated units of the National Dairy Council.

### **HISTORY:**

The film program of the National Dairy Council has been in operation since 1937.

### **FORECAST:**

The National Dairy Council plans to continue producing films and filmstrips with the cooperation of affiliated units and educational leaders with the same careful checking throughout their production as that used in developing all printed materials and exhibits. It is the hope of the Council that its film distribution program may be enlarged to be of greater service to professional, educational, and consumer groups.

## **NATIONAL EDUCATION ASSOCIATION (NEA)**

*Executive Secretary*, WILLIAM G. CARR

1201 Sixteenth Street, N.W.  
Washington 6, D.C.

ADams 4-4855  
Founded 1857

*Members:* Approximately 550,000 members, including persons working in all areas of education and educational service

(Because of the extent of its services, the Department of Audio-Visual Instruction of the National Education Association is listed separately in this publication.)

The information given below gives an outline of the chief audio-visual services of the NEA and of its departments, divisions, and

commissions, with the exception of the Department of Audio-Visual Instruction.)

**AIM:**

For the most part, NEA materials are primarily concerned with the betterment of the organization, administration of education, or of the quality of educational processes; in a few instances, NEA distributes materials designed to give more information about subject field departments.

**ACTIVITIES:**

*Production:* The NEA produces one major film each year, interpreting education to the profession and the general public. In addition, many of its departments, divisions, and commissions produce other films on an irregular and nonscheduled basis.

*Distribution:* Nine motion pictures, and a number of filmstrips, transcriptions, and other materials are distributed by NEA. A mimeographed listing of these films (and other audio-visual materials) gives details on purchase cost, and is available on request.

**PERSONNEL:**

Approximately 500 persons are employed at the headquarters of the National Education Association. With the exception of personnel in the Department of Audio-Visual Instruction, listed elsewhere, the only other person who has the primary responsibility for the distribution of films is Gerald Rogovin, Director of Special Services, Division of Press and Radio.

**MEETINGS:**

The annual meeting of the NEA takes place each summer during the week just prior to the Fourth of July. A large number of films and other audio-visual materials are used in connection with the many general and special section meetings of the program.

**FINANCING:**

The NEA is financed primarily through individual memberships. Supplementary financing comes from the sale of a variety of publications, including the audio-visual publications. Departments and divisions of the NEA are financed by a variety of means, including memberships, publications sales, special grants and gifts, and convention receipts.

**HISTORY:**

The first major film production sponsored by the NEA was released in 1945, a 35-minute sound film which has been given national and international distribution. In 1950, the NEA embarked upon a five-year film production program calling for the release of one film per year. The purpose of this program is to interpret public education to the people and teachers of America. Within recent months the decision has been made to continue this film production for an additional five years.

Although the Department of Audio-Visual Instruction of the National Education Association, described elsewhere, was founded

### *National Education Assn.*

in 1923, a Headquarters Division of Audio-Visual Instructional Services was not established until 1945. Since the personnel of this division is primarily concerned with the work of DAVI, it has been listed under that department.

#### **FORECAST:**

It is certain that the emphasis upon audio-visual materials and methods by the NEA and its departments, divisions, and commissions will be increased in the future. The NEA has already decided to extend its film production program through 1960. This program, as previously mentioned, involves the production of one major film interpreting education each year. It is also possible that this film production program will include the production of shorter films designed primarily for use on television.

## **THE NATIONAL FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS INC.**

*National President*, HELEN H. IRWIN

1790 Broadway  
New York 19, New York

COLUMBUS 5-3934  
Founded 1919

*Members:* 165,000 in about 3,000 clubs

#### **ACTIVITIES:**

Film materials are used at the discretion of clubs and state federations to implement the national program. Film guides are available to aid club leaders in the useful discussion of films as they relate to program objectives.

#### **PUBLICATIONS:**

Reference is made to appropriate films in the annual publication of the national program in the May issue of "Independent Woman," the organization publication.

#### **MEETINGS:**

At the biennial convention and national Board meetings, held in alternate years, screenings are available to program chairmen so that films suggested in the program may be evaluated for local use.

#### **HISTORY:**

Utilization of film material began after a workshop in 1948 at the biennial convention in Fort Worth, Texas, when the usefulness of films for pinpointing and developing discussion around local problems was demonstrated. For this first workshop the Federation received invaluable assistance through the FILM COUNCIL OF AMERICA, in developing resources and in the technical phase of presenting the use of a new medium to lay groups. Results of this workshop provided materials later sent out as special aids to state and local chairmen.

**FORECAST:**

With tv paving the way in small communities with its educational programs, a wider use of films for discussion should find ready acceptance among small-town women's groups. Moreover, the local speaker has become obsolete with the use of top-flight radio speakers, so that good topical films used as background for discussion will prove of increasing value to program chairmen. The popularity of buzz-group discussion fits admirably into this pattern, and opens a channel for grass-roots thought to become vocal.

**NATIONAL FEDERATION OF MUSIC CLUBS (NFMCI)**

*President, ADA HOLDING MILLER*

445 West 23rd Street  
New York 11, New York

CHelsea 3-4962  
Founded 1898

*Members: About 600,000*

**DEPARTMENT OF AUDIO-VISUAL EDUCATION:**

*Chairman: Sigmund Spaeth*

**AIM:**

To improve the quality of music on the screen.

**ACTIVITIES:**

The Department reviews and recommends films in "Music Clubs Magazine," and supports local efforts by executives and members to secure and advance the showing of good musical pictures.

**PERSONNEL:**

The National Chairman, Sigmund Spaeth, and two assistants are responsible for previewing pictures. The author of numerous books on music, Mr. Spaeth has also lectured widely and entertainingly on his favorite subject, "Music For Fun," and has been heard and seen frequently on radio and television.

**FINANCING:**

The Department is financed through dues and contributions.

**HISTORY:**

The Federation has taken an interest in film music almost from its inception. A National Committee has been in existence for 12 years. The support of the Federation was largely responsible for the success of a number of important musical films.

**FORECAST:**

The influence of the Federation in the field of motion pictures is constantly increasing.

# THE NATIONAL FERTILIZER ASSOCIATION (NFA)

*President,* RUSSELL COLEMAN

616 Investment Building  
Washington 5, D.C.

NAtional 8-8624  
Founded 1925

*Members:* 450

## **MOTION PICTURES:**

*In Charge:* Robert H. Engle

## **AIM:**

To carry the story of fertilizer usage in a concise, accurate manner to a large agricultural audience at a low cost.

## **ACTIVITIES:**

*Production:* On an average, about one motion picture is produced every twelve to eighteen months. A time limit of twenty minutes has been established for each picture.

*Distribution:* NFA's film library contains six film subjects and about 300 copies. Films are available for loan without charge; the only cost to the user is the return transportation. A catalog describing the films is also available.

*Utilization:* To make the films more effective, most of the subjects have a pamphlet presenting the same or similar subject matter as the motion picture. In other cases, a filmstrip which follows the text of the motion picture has been prepared. These are designed for more careful study of the subject in classrooms.

## **PUBLICATIONS:**

"The National Fertilizer Review" and "Fertilizer News" (the latter for members only), NFA's own publications, carry information about the films.

## **PERSONNEL:**

Four members of our staff are regularly used on a part-time basis for handling motion pictures, and more people at stress periods. Robert H. Engle was for nine years County Agricultural Agent in Erie County, Pennsylvania. He was representative for Quality Line Institute for ten years. While there he produced a filmstrip with synchronized sound. Mr. Engle joined the staff of the NFA in 1938 and since that time has produced nine motion pictures.

## **HISTORY:**

NFA produced its first 16mm color motion picture in 1938, and has been actively producing since that date. Some of the earlier pictures have been withdrawn.

## **FORECAST:**

NFA is now working on the production of two new motion pictures, as well as filmstrips in color. Release dates have not been established.

# THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

*President*, BASIL O'CONNOR

*Executive Director*, RAYMOND H. BARROWS

120 Broadway  
New York 5, New York

BEekman 3-0500

Founded 1938

*Members*: 3,100 volunteer chapters serving every  
county of the U.S. and Territories

## **RADIO, TV, AND MOTION PICTURES DEPARTMENT:**

*Director*: Howard J. London

### **AIM:**

To inform and educate the public about the disease, poliomyelitis, about advances in polio research, and about the program and services of The National Foundation for Infantile Paralysis.

### **ACTIVITIES:**

*Production*: Six films and three filmstrips currently in circulation are offered on a free loan basis. Newsreels, trailers, and tv shorts are produced for short-term use during the March of Dimes campaign period and epidemic season.

*Distribution*: Distribution is handled through a film library, field representatives of The National Foundation, county chapters of The Foundation, volunteer workers, film depositories, schools and colleges, other groups and organizations.

*Utilization*: The films are used for programs sponsored by organized groups, for instruction in schools, for fund-raising purposes during the March of Dimes, and for tv programs.

### **PUBLICATIONS:**

"Publications, Films and Exhibits" of The National Foundation for Infantile Paralysis, a six-page bibliography including a brief description of available films

"A Guide to Successful Film Showing," one copy furnished with each film loaned

### **PERSONNEL:**

One supervisor (part-time) and one assistant (full-time); other assistance as needed. About 250 persons are employed at national headquarters of The National Foundation.

*Staff Assistant, Division of Public Education*: May Lipton

### **MEETINGS:**

Meetings are held for in-service training of field staff and volunteers. New films and filmstrips are shown.

### **FINANCING:**

The Foundation is financed by March of Dimes funds.

### **HISTORY:**

The film program began about 1945 with one film distributed on a limited basis.

## NATIONAL GARDEN BUREAU

*Director, JAMES H. BURDETT*

407 South Dearborn Street  
Chicago 5, Illinois

WAbash 2-6181

*Members:* None. Public Relations Bureau for the  
American Seed Trade Association

### ACTIVITIES:

The Bureau has six 16mm color films in sound available for free loan. Four deal with home gardening, including growing a flower garden, vegetable and flower breeding, and development of a small vegetable garden from spading to harvest.

A mimeographed listing of the films is available from the Bureau.

## NATIONAL HIGHWAY USERS CONFERENCE (NHUC)

*Director, ARTHUR C. BUTLER*

National Press Building  
Washington 4, D.C.

District 7-1180  
Founded 1932

*Members:* 25 national organizations

### SPECIAL SERVICES DEPARTMENT:

*Manager:* Harold Gray

### AIM:

To distribute on free loan two highway transportation motion pictures which were produced for the Automobile Manufacturers Association.

### ACTIVITIES:

*Distribution:* These films are distributed to clubs, schools, organizations, camps, churches, lodges, staff meetings, and television stations everywhere. Two leaflets describing the films are available.

### PERSONNEL:

Three employees devote about one-half of their time to film circulation.

### MEETINGS:

The biennial Highway Transportation Congresses are the national membership meetings of the National Highway Users Conference. Films are sometimes shown.

### FINANCING:

The Conference is financed by its members, and an amount is set aside for the cost of distributing motion pictures as a part of public relations.

### HISTORY:

The Special Services Department, which also manages other membership promotion activities, has handled the sales, permanent loans, and general circulation of both films from the beginning.

(One film was produced in 1948, the other was first shown in 1951.) Both have been deposited in nearly all large cities throughout the country, so that bookings can be handled quickly, and both are cleared for use on television.

**FORECAST:**

It is planned to continue to seek showings and telecasts by offering the films to every possible exhibitor.

## **NATIONAL JEWISH WELFARE BOARD (JWB)**

*Executive Vice-President, SAMUEL D. GERSHOVITZ*

145 East 32nd Street  
New York 16, New York

LExington 2-4949  
Founded 1917

*Members:* 351 Jewish community centers, YM and YWHAs, 38 national Jewish organizations

**AUDIO-VISUAL SERVICE:**

*Director:* Samuel D. Freeman

**AIM:**

To provide guidance to constituent societies in the construction and use of audio-visual materials; to suggest appropriate audio-visual resources for specific programs.

**ACTIVITIES:**

Conferences with professionals and lay people are held on the use of audio-visual materials. Announcements of the availability of films and other audio-visual materials are made in the Newsletter.

**PERSONNEL:**

The Director and a secretary comprise the staff of the Service. The Director of the Service is Editor-in-Chief of the "Jewish Audio-Visual Review."

**MEETINGS:**

Films are sometimes used at the biennial meetings of the National Jewish Welfare Board.

**FINANCING:**

The National Jewish Welfare Board is financed through local welfare federations. The Audio-Visual Service has no budget aside from that for the Director and Secretary.

**HISTORY:**

The Service was developed in 1946 to serve the needs of JWB's field workers of the USO, and included not only the guidance aspect of such a service but also the creation of Jewish exhibit materials and the circulation of these exhibits and a library of films, filmstrips, and recordings.

In 1949, this Service was transferred to JWB's Jewish Center Division, thus making these materials available to the Jewish Community Center constituency as well as other Jewish communal

### *National Jewish Welfare Board*

organizations. The library grew in size until, in 1953, it contained 207 films and a number of other materials.

However, in 1953, budgetary stringency necessitated the curtailment of the circulation aspects of our audio-visual service with the retention of services cited above.

## **NATIONAL KINDERGARTEN ASSOCIATION**

*Executive Secretary*, FLORENCE JANE OVENS

8 West 40th Street  
New York 18, New York

PEnnsylvania 6-7880  
Founded 1909

### **ACTIVITIES:**

The Association has several copies of a 16mm motion picture film, silent (subtitles), and black-and-white. Prints are loaned, on request, to community groups interested in working to secure the establishment of kindergartens, preferably in the public schools, under the direction of well-trained kindergarten teachers. Exhibitors are asked to comment on the condition of the film and the audience reaction to it.

### **PERSONNEL:**

There is no special film department. Correspondence is handled by the Extension Secretary; mailing and receiving is handled by a member of the office staff.

### **FINANCING:**

National Kindergarten Association is a nonprofit organization, supported entirely by voluntary contributions. Costs with regard to film service are included in the budget.

### **HISTORY:**

The film service was started about 15 years ago. The film was made in the public schools of Greater New York City, under the supervision of the Director of Kindergartens. It has been used continuously.

### **FORECAST:**

The Association hopes to have motion picture films with sound and color in the future. In the meantime, the Association will continue to lend, as requested, the film it now has.

## **NATIONAL RECREATION ASSOCIATION (NRA)**

*Executive Director*, JOSEPH PRENDERCAST

315 Fourth Avenue  
New York 10, New York

GRamercy 5-7100  
Founded 1906

*Members:* 3,000

### **PROGRAM SERVICE:**

*Chief:* Virginia Musselman

**AIM:**

To answer inquiries regarding films available for use in promoting community recreation programs and activities.

**ACTIVITIES:**

NRA cooperated with General Electric in the production of a 16mm film. Many requests for help in securing films for showing in centers are received which NRA endeavors to answer. The Association is in the process of trying to develop a film on recreation in civilian hospitals.

**PUBLICATIONS:**

"Recreation," the monthly magazine of the NRA, lists useful material in this field.

**MEETINGS:**

At the National Recreation Congress films representing the work of individual cities or manufacturers of recreation equipment, or other films of interest to the field, are often shown.

**FINANCING:**

NRA is financed by voluntary gifts.

**HISTORY:**

The Correspondence-Consultation Division, founded in 1906, has previewed films of recreation interest, collected information about films developed by local departments, and answered inquiries about films for many years, but in more concentrated fashion since the early forties. In October, 1952, a "Listening and Viewing" department of the NRA magazine, "Recreation," was set aside for audio-visual material. In 1953, the Program Service was established.

**FORECAST:**

NRA hopes to prepare films on community recreation, services, and hospital recreation in the near future. Expansion of the referral, review, and promotion services on films is planned. The Association expects to prepare annotated and selected lists of films for use by recreation leaders and departments.

## **NATIONAL SAFETY COUNCIL (NSC)**

*President*, NED H. DEARBORN

425 North Michigan Avenue  
Chicago 11, Illinois

Whitehall 4-4800  
Founded 1913

*Members:* Approximately 12,000 industrial concerns, associations, governmental bodies, labor unions, schools, transportation companies, and individuals interested in safety

The Council's work on films is integrated into its total publications and information service. There is no one department or executive with over-all responsibility.

## *National Safety Council*

### **ACTIVITIES:**

*Production:* More than a hundred films have been produced by the Council and a number of new films are released each year. These films deal with various phases of accident prevention.

*Distribution:* The Council engages in the sale and rental of films from an extensive library of safety films. They are listed, along with safety films available from other sources, in the "National Directory of Safety Films." The Council also lists films in its Service Guides, each of which is devoted to one aspect of the safety field.

*Utilization:* The Council compiles information on safety films produced by all agencies, and circulates it in various ways to the membership. A consultation service in the selection and utilization of safety films is also available.

### **PUBLICATIONS:**

"National Directory of Safety Films" is intended to give comprehensive coverage in the safety field. Both 16mm sound motion and 35mm sound slidefilms are listed. The current issue carries descriptions of almost 1,000 productions available from 240 sources. The Directory, which now runs 48 pages, appears in a new edition each June. Between editions new safety films are listed in "National Safety News," "Public Safety" magazine, "Safety Education" magazine, and "Home Safety Review."

### **HISTORY:**

Some work has been done on films throughout the Council's history. The greatest growth, however, has been during the past 15 years.

The Council has participated actively in the work of the National Committee on Films for Safety, for which the Council provides the staff secretary.

### **FINANCING:**

The Council is financed through membership dues, sales, advertising, and contributive funds. Film financing is integrated into its total financial structure.

### **FORECAST:**

In this field, as well as in all other phases of education for safety, the Council has a flexible program. We expect to proceed along present lines, and will improve and expand our film production and film service in accordance with the desires and needs of our members, and consistent with our financial and manpower resources.

## **NATIONAL SOCIAL WELFARE ASSEMBLY (NSWA)**

*Director,* ROBERT E. BONDY

345 East 46th Street  
New York 17, New York

MURRAY HILL 7-8300  
Founded 1945

*Members:* 67 national voluntary and federal government agencies

**AIM:**

The National Social Welfare Assembly's only present interest in the production of films would be when a film would serve as a program tool for the cooperative interpretation of program methods or educational concepts which are of mutual concern to a group of the national agencies affiliated with the Assembly, or when the story of social welfare needs and services may be told.

**ACTIVITIES:**

*Production:* The National Social Welfare Assembly, with the cooperation of 22 national organizations, produced a 22-minute, 16mm dramatic documentary designed to stimulate interest and discussion of interorganization and intergroup teen-age community activities.

*Distribution:* Association Films, Broad at Elm Streets, Ridgefield, New Jersey, is the distributor of the above film. Both rental and purchase prints are available.

## **NATIONAL TRAINING LABORATORY IN GROUP DEVELOPMENT (NTLGD)**

*Director,* LELAND P. BRADFORD

1201 Sixteenth Street, N.W.      ADams 4-4855, Extension 76 or 130  
Washington 6, D.C.      Founded 1947

*Film Secretary:* Mrs. Eleanor Lessard

**ACTIVITIES:**

*Production:* NTLGD has produced two films on human relations training and committee problems.

*Distribution:* These films are distributed from the office of the NTLGD. Information on these films is available without charge to any interested film user.

*Utilization:* Discussion Guides are sent out accompanying each film, whether for preview or sale.

**PERSONNEL:**

Mrs. Eleanor Lessard is occupied one-fifth time with film duties.

**MEETINGS:**

Summer Laboratory Sessions of three weeks' length are held at Gould Academy, Bethel, Maine, usually the last two weeks in June and the first week in July.

**FINANCING:**

Financing of NTLGD is through foundation grant.

**HISTORY:**

Two films have been produced; one in 1947 at the First Summer Session, the other at the Fifth Summer Session in 1951.

# NATIONAL TUBERCULOSIS ASSOCIATION (NTA)

*Managing Director*, JAMES E. PERKINS, M.D.

1790 Broadway  
New York 19, New York

Circle 5-8000  
Founded 1904

*Members:* Affiliated with the NTA are approximately 3,000 local tuberculosis associations and 56 state, territorial, and large-city tuberculosis associations, each with its own organization, representing all of the states and nearly all the counties in the U.S. Also affiliated with the NTA are the American Trudeau Society, a medical group with about 5,000 members, and the National Conference of Tuberculosis Workers, a professional group with 1,100 members.

## **HEALTH EDUCATION DIVISION:**

*Director:* S. S. Lifson

*Visual Aids Consultant:* F. A. Culver

## **PUBLIC RELATIONS DIVISION:**

*Director:* Ellen Lovell

*Associate for TV and Radio:* Fred Wieting

## **AIM:**

Development of audio-visual materials and consultation concerning their use are services performed to strengthen health education programs of tuberculosis associations through the use of various educational techniques.

## **ACTIVITIES:**

*Production:* One educational film and a number of tv film spots are produced each year. The film production program stresses variety in subject matter and in technique. An attempt is made to concentrate on a different aspect of TB control in each film.

*Distribution:* NTA films are purchased by state and local tuberculosis associations and by other organizations for rental or loan in their respective communities. The NTA distributes directly only to national groups and to foreign countries. A limited loan service is maintained by the NTA for the benefit of its affiliated associations and for international distribution.

## **PUBLICATIONS:**

A discussion guide and an informational leaflet are prepared for each film produced by the NTA. Announcements and reviews of films on tuberculosis and health are published in the "NTA Bulletin," a monthly magazine with circulation of 30,000. News notes on films and film usage are published in the "NTA News Letter," a weekly publication distributed to affiliated associations.

## **PERSONNEL:**

One person is assigned full-time to supervising production and use of films and all other visual materials. For the past eight years F. A. Culver, Consultant, has been engaged in the production of

visual and published educational materials for the European Command, U.S. Army; American National Red Cross; and National Tuberculosis Association. Supervision of production of tv film spots is the responsibility of Fred Wieting. (Total NTA staff, 65 professional workers.)

**MEETINGS:**

A program of medical and public health motion pictures is presented at each annual meeting of the NTA.

**FINANCING:**

NTA is financed by the Christmas Seal Sale, receiving six percent of the Christmas Seal contributions in each state.

Film production is financed from a nonprofit revolving fund on the principle that production costs eventually will be returned to the fund through the sale of prints. Staff time is included in the NTA budget.

**HISTORY:**

Production of motion pictures was started by the NTA before World War I. By 1920 several films had been produced and the NTA is credited with being the first national health agency to use motion pictures for health education. Since 1929, when the Health Education Division was established, educational film production has been the responsibility of that division. No less than 22 one-reel or two-reel films have been released during that time. This does not include theatrical trailers and other film materials that have been released annually in connection with the Christmas Seal Sale.

**FORECAST:**

In the foreseeable future, the releasing of one educational movie and a set of tv film spots each year is expected to be continued. In addition, increasing stress will be placed on the educational use of films by tuberculosis associations.

## **THE NEEDLEWORK GUILD OF AMERICA, INC.**

*National Executive Director*, ALMA H. DESBOROUGH

124 South 12th Street  
Philadelphia 7, Pennsylvania

KIngsley 5-6686  
Founded 1885

*Members:* About 1,000,000 individuals in 515 branches  
in the U.S.

**VISUAL AIDS SERVICE**

**AIM:**

To inform the public of the work of the Guild, which is the collection of new garments and household linen for distribution to hospitals, homes, and charities.

**ACTIVITIES:**

The Guild has a number of prints of a 16mm sound film, which is loaned to the member branches of the Guild, cost free, for show-

## *Needlework Guild of America*

ings at meetings of organizations such as Rotary Clubs, PTAs, and Women's Clubs in order to gain interest in the work of the Needlework Guild.

### **MEETINGS:**

The film is shown at meetings of the Guild's affiliates, such as The American Red Cross, The General Federation of Women's Clubs, The Camp Fire Girls, and The National Conference of Social Work.

### **FINANCING:**

Financing of the film was by contributions from the branches.

### **FORECAST:**

The Guild is planning to make a new film.

## **OIL INDUSTRY INFORMATION COMMITTEE of the AMERICAN PETROLEUM INSTITUTE (OIIC)**

*Chairman, G. STEWART BROWN*

50 West 50th Street  
New York 20, New York

Judson 6-4200  
Founded 1947

*Members:* More than 20,000 oil men, in almost 5,000 communities in the U.S.

### **FILM SUBCOMMITTEE**

#### **AIM:**

To produce motion pictures for public information and entertainment; to assist in implementing the program of the Committee, which is to make clear how well the people of the U.S. are served by America's oil businesses, and to gain support for conditions under which they can continue to be privately managed, fully competitive, and financially sound.

#### **ACTIVITIES:**

*Production:* Through the firm of Film Counselors, Inc., OIIC has planned and supervised the production of several films. Its most recent is a 29-minute, black-and-white film in 16mm or 35mm, the story of the men who search and drill for oil—the record of the unlocking of the vast oil reserves of the Williston Basin in North Dakota. In addition to those made for general distribution, one film was produced for oil company employees only.

*Distribution:* OIIC's films are available at its various district offices. There are descriptive leaflets of each of the films, and a catalog is obtainable listing numerous films of general interest about petroleum—including OIIC's—with sale and/or rental prices, sources, and other information. The catalog lists films to suit various audiences: business and fraternal groups, employee meetings, women's clubs and social gatherings, farm and rural societies, high school and college classes, state and county fairs, and conventions.

### *Outboard Boating Club*

A mimeographed listing of films sponsored by manufacturing members will be sent on request.

#### **PERSONNEL:**

The Public Relations and Promotion Divisions of the association work together on film projects. Outside personnel is utilized when necessary.

#### **HISTORY:**

The Visual Aids Service was established in 1953.

#### **FINANCING:**

The film was financed from the general association budget.

#### **FORECAST:**

Films are under consideration for educational use by the Red Cross, Boy Scouts, YMCA, and other agencies interested in boating. A series of shorts suitable for clubs and tv is also in the discussion stage.

## **PAN AMERICAN UNION of the ORGANIZATION OF AMERICAN STATES**

*Secretary General*, ALBERTO LLERAS

Washington 6, D.C.

NAtional 8-6630

Founded 1890

*Members:* The Union is the secretariat of the Organization of American States, which is composed of 21 members: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, the Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, the United States, Uruguay, and Venezuela.

#### **PUBLICATIONS DIVISION**

##### **ACTIVITIES:**

The Pan American Union has a few films to fill the need for objective and authoritative films on the peoples of the American Republics and their activities. These films were produced by the Union staff with the cooperation of the countries involved. All films are for sale. A listing of the motion pictures is available.

## **PAPER STATIONERY AND TABLET MANUFACTURERS ASSOCIATION**

*Research Director*, WILLIAM RODGERS

527 Fifth Avenue

MUrray Hill 2-1427

New York 17, New York

*Members:* Manufacturing plants in the industry

**PERSONNEL:**

Film activities are carried on by a Film Subcommittee in collaboration with outside producers. Howard B. Miller, Executive Director, serves as coordinator of these activities between the Subcommittee and the producers; sales and distribution are handled by other members of the staff.

**FINANCING:**

The national program of the Committee is financed through contributions from many oil companies.

**HISTORY:**

First film activity of the OIIC came in 1949, with production of a film tracing the progress of oil from the producing fields to the market. Until 1953, all distribution was arranged by staff members or by volunteer oil men operating through district, state, area, county, and community committees. In 1953, through Modern Talking Picture Service, the OIIC entered upon a supplementary program of professional theatrical distribution, and in 1954, of professional nontheatrical distribution.

**FORECAST:**

A new film—a documentary screenplay of the drilling of the first commercially successful oil well—29 minutes in length, in sound and color, is now in preparation, and will be released in October, 1954.

**OUTBOARD BOATING CLUB OF AMERICA (OBC)**

*Executive Director*, GUY W. HUGHES

307 North Michigan Avenue  
Chicago 1, Illinois

CEntral 6-4316

*Members:* 20,000 individual members; 16,600 marine dealers; Outboard Motor Manufacturers Association; Outboard Boat Manufacturers Association

**VISUAL AIDS SERVICE:**

*Director:* Robert S. Greene

**AIM:**

To produce such films as seem necessary to meet Association objectives from time to time.

**ACTIVITIES:**

*Production:* To date the OBC has produced one film. This is a 16mm, sound-color, 12-minute motion picture to aid boating and outdoors clubs, municipalities, and other groups interested in improving boating facilities in their communities.

*Distribution:* The above film is distributed free of charge directly from the headquarters of the organization. It has been given wide publicity in the outdoor and boating press, as well as among outboard and outdoor clubs.

**ACTIVITIES:**

*Production:* The Association has sponsored the production of a 20-minute, 16mm sound film in color, which was released in 1953. The purpose of this film is to awaken an interest in the instruction of legible handwriting on the part of school administrative boards, professional educators, and teachers; and to interest individuals from about the fifth grade in school upward in good legible handwriting and its manifold uses in millions of jobs, in work-a-day lives, and in our social, cultural, and personal activities.

*Distribution:* Prints of the film are circulated free of charge by Movies U.S.A., Inc., 729 Seventh Avenue, New York 19, by member manufacturers, and by the Association. The film is shown in schools, colleges, and teacher training institutions. A four-page folder describing the film is available.

**PERSONNEL:**

Production and promotion of the film were supervised by the Association's Research Director.

**FINANCING:**

The film was financed by allocation from a budget established for general trade promotion.

**FORECAST:**

No other films are at present contemplated by the Association, but it does plan to expand the distribution of the current film.

## **PHOTOGRAPHIC SOCIETY OF AMERICA (PSA)**

*Executive Secretary,* RANDOLPH WRIGHT, JR.

2005 Walnut Street  
Philadelphia 3, Pa.

RIItenhouse 6-1663  
Founded 1933

*Members:* PSA National has about 7,500 individuals and camera clubs, amateur, professional, semiprofessional. Members of the Motion Picture Division number about 750.

**MOTION PICTURE DIVISION****AIM:**

To advance the theory and practice of amateur motion picture photography.

**ACTIVITIES:**

National and regional conventions.

A small film library available to members.

A book library of motion picture photography, available to members.

Film Review Service, review and evaluation of members' films.

**PUBLICATIONS:**

"PSA Journal," the monthly national publication of the Society

"MPD News Bulletin," a bimonthly publication of the Motion Picture Division

# THE PRESBYTERIAN CHURCH IN THE U.S.A.

## BOARD OF CHRISTIAN EDUCATION

*General Secretary*, PAUL C. PAYNE

Witherspoon Building  
Philadelphia 7, Pennsylvania

PEnnypacker 5-6722  
Founded 1922

*Members*: Approximately 2,500,000 members in about  
8,500 congregations

### **AUDIO-VISUAL EDUCATION:**

*Director*: To be appointed

### **AIM:**

To plan and direct a program in the selection and proper use of audio-visuals (both projected and non-projected) in Presbyterian churches to the end that the educational program of those churches will be enhanced by the use of various audio-visual media.

### **ACTIVITIES:**

*Production*: This office has no responsibility for film production except in an advisory capacity. Occasional promotional filmstrips are produced by the Board.

*Distribution*: The Publication Division of the Board of Christian Education operates a religious film library in its bookstore in Chicago in cooperation with other denominational publishing houses.

*Utilization*: It is the Director's responsibility to devise ways to help members of the Board staff become more skilled in the selection and use of audio-visual media; to take initiative in developing a program of training local church leaders in the use of audio-visuals; to cooperate with the editors of the Sunday Church School Curriculum and other staff personnel responsible for the development of program materials related to audio-visuals.

### **PUBLICATIONS:**

"Vanguard," a quarterly bulletin of information regarding materials and equipment for use of teachers in Sunday Church Schools, carries regular references to audio-visual materials related to the current studies.

### **PERSONNEL:**

This office will have the Director (when the position is filled), and one secretary.

### **MEETINGS:**

At a number of meetings and conferences with which the Board is associated, there are exhibits of the work done by the Board, sometimes showings of filmstrips illustrating the Board's work, and occasionally there is provided a screening of audio-visual materials relating to Christian Education.

### **FINANCING:**

The Board of Christian Education's program is financed entirely

through voluntary contributions of the churches and of individual Presbyterians. Certain film productions are financed from funds thus received, but generally speaking, productions are financed through the operating budget of the Publication Division, which is a self-supporting operation. The services of the Director of Audio-Visual Education will be subsidized from the contributions of the churches.

#### **HISTORY:**

Over a period of many years sporadic efforts were made in the field of producing visual aids, but no consistent program was developed and continued. However, in 1949 a Department of Audio-Visual Education was established in the General Division of Publication. This department was continued until 1952, when it was decided to discontinue a department whose emphasis had been too largely on production, and to set up an office in the educational divisions with an emphasis upon utilization. Meanwhile, beginning with the launching of a new teaching program for Sunday Church Schools, two motion pictures and a number of filmstrips have been produced since 1948, which have been itinerated free of charge to the churches. The coordination of the operations of the Director of Audio-Visual Education, when he is secured, with the production and distribution activities of the Publication Division is still to be worked out.

#### **FORECAST:**

Plans for production are still in process for a series of filmstrips to be used in training youth and adults for church membership.

### **DEPARTMENT OF STEWARDSHIP AND PROMOTION**

156 Fifth Avenue  
New York 10, New York

ALgonquin 5-5000

*Members:* Approximately 2,500,000 members in about 8,500 congregations

#### **FILM PRODUCTION DEPARTMENTS:**

*Secretary for Audio Visuals, Department of Stewardship and Promotion:* The Reverend Arthur M. Byers, Jr.

*Department of Audio Visual Aids, Board of National Missions:* Dr. Frederick R. Thorne

*Department of Audio Visuals, Board of Foreign Missions:* The Reverend W. Burton Martin

*Department of Audio Visuals, Board of Christian Education:* (Mailing address—Witherspoon Building, Philadelphia 7, Pa.)

#### **AIM:**

To interpret the life and work of the Presbyterian Church through motion pictures, filmstrips, and recordings.

#### **ACTIVITIES:**

*Production:* Various departments produce several sound motion pictures annually.

## *Presbyterian Church—Dept. of Stewardship and Promotion*

*Distribution:* All current films are available through the Boards and Agencies of the Presbyterian Church as listed above. Some films are available free to member churches; other films are available on a rental basis to member churches and other institutions.

### **PUBLICATIONS:**

"Catalog," literature and audio-visual materials. Printed. 71 pp. Free to member churches. Copies are available on request by responsible organizations.

Films are reviewed periodically in the organization's biweekly magazine, "Presbyterian Life," which has approximately 750,000 subscribers. \$2.00 per year, U.S.A.; \$2.50 foreign

### **HISTORY:**

Various Boards and Agencies have been producing films for as long as 25 years. The variety and quality of the work has been constantly expanding and improving.

### **FORECAST:**

The Council looks forward to continuous production and preparation of films, filmstrips, and recordings, denominationally and on an interdenominational cooperative basis.

## **RETAIL CLERKS INTERNATIONAL ASSOCIATION (RCIA)**

*International President,* VERNON A. HOUSEWRIGHT

Levering Building  
Lafayette, Indiana

2-8491

Founded 1888

*Members:* Retail store employees in the U.S., Canada, and U.S. possessions.

### **ACTIVITIES:**

The organization distributes a film which was designed to help viewers receive a better understanding of the problems of retail store employees and the advantages of unionization. This motion picture is in full color, 16mm or 35 mm, 45 minutes in length, and is available to labor unions, educational institutions, churches, civic and service clubs, dramatic societies, fraternal orders, and other interested groups. There is no charge for showings where no admission charge is made.

## **TEA COUNCIL**

*Chairman of the Board of Directors,* ROBERT B. SMALLWOOD

500 Fifth Avenue  
New York 36, New York

LOngacre 4-4925

*Members:* Representatives of the governments of India, Ceylon, Indonesia, and the U.S. Tea Association

**ACTIVITIES:**

The Council has produced three 16mm black-and-white films with sound, through which it presents the romance, history, background, and information concerning tea and tea-producing countries; acquaints the public with proper tea-brewing methods; and promotes better tea service in restaurants. These films are available through Television Snapshots, 50 Park Avenue, New York 16, N.Y., and Tea Council Film Library, 13 East 37th Street, New York 16, N.Y., and are utilized by schools and tv programs.

A new film, sponsored by the recently re-organized Tea Council, is presently in production.

**TEACHING FILM CUSTODIANS, INC. (TFC)**

*Business Trustee, CARL E. MILLIKEN*

25 West 43rd Street  
New York 36, New York

BRyant 9-4004  
Founded 1938

*Members:* TFC is a nonprofit membership corporation. Members of the Board of Directors are corporation members; there are no other members.

**AIM:**

To extend and improve the use of the motion picture in education.

**ACTIVITIES:**

*Production:* No original production is included in the program. New subjects are prepared by excerpting footage from entertainment photoplays, and additional short subjects are selected by panels of educators.

*Distribution:* The excerpts mentioned above and short subjects selected by curriculum area committees are licensed to educational institutions and agencies under an agreement restricting use to educational purposes on a nonprofit basis. No admission can be charged for the exhibition of any of the subjects distributed.

*Utilization:* Leadership conferences in the teacher education field are organized in the interests of developing audio-visual programs. Numerous teacher's and discussion guides are available from TFC.

**PUBLICATIONS:**

"Films for Classroom Use," a handbook of information on films selected and classified by the Advisory Committee on the Use of Motion Pictures in Education

"The TFC Story," a booklet describing Teaching Film Custodians, the main connecting link between the participating motion picture companies and educational organizations

**PERSONNEL:**

Twelve persons are employed in administering the program.

*Director of Educational Services:* Roger Albright

*Assistant to Director of Educational Services:* J. Stanley McIntosh

## *Teaching Film Custodians*

*In Charge of Research:* Mark A. May

*Director of Excerpting Program:* John E. Braslin

### **MEETINGS:**

The annual meeting is held on the second Saturday in January for the purpose of annual reports, and determining of policy and program. New and significant films are shown.

### **FINANCING:**

The organization is financed from the license fees from films distributed to schools. Research and utilization are financed through grants-in-aid.

### **HISTORY:**

The organization grew out of the appointment of a committee known as the Advisory Committee on the Use of Motion Pictures in Education, appointed by the Board of Directors of the Motion Picture Association for the purpose of advising the motion picture industry as to its policy toward distribution of its product to education.

This Committee organized panels of teachers and administrators in various subject-matter areas of the curriculum, which subcommittees selected short subjects to be available for instructional programs. Following this, the Advisory Committee recommended to the industry that it make these subjects available to schools for instructional purposes. Distribution started February 6, 1939.

During the school year 1945-1946, the member companies of the Motion Picture Association gave permission for the excerpting of materials from feature photoplays. Such excerpting has continued under the direction of committees appointed by various national teacher organizations (National Council of Teachers of English; National Council for the Social Studies; Music Educators National Conference; American Association of Health, Physical Education and Recreation) and others.

Surpluses earned from license fees over and above the costs of operating the distribution program, are used in various educational activities, in grants-in-aid to colleges and universities for research and development of the audio-visual field.

## **TRANSPORT WORKERS UNION OF AMERICA, CIO (TWU-CIO)**

*President,* MICHAEL J. QUILL

210 West 50th Street  
New York 19, New York

Judson 6-8000  
Founded 1934

*Members:* 110,000 individuals employed in subways, surface transportation, taxis, trucks, air transport, utilities

### **PUBLICITY DEPARTMENT:**

*Director:* Joseph Kutch

**AIM:**

To acquaint members with the story of their union, its history, its record of gains, and to familiarize them with the union and what it means; to inform the public (and members of other unions) of TWU's record and history.

**ACTIVITIES:**

The TWU has had a 16mm sound film produced, 45 minutes in length, which tells the story of the union. This motion picture is available from the Publicity Department of TWU, along with a descriptive leaflet. The union has also produced two other films—one on the life of the late Allan Haywood and the other on political action.

**PERSONNEL:**

The Publicity Department has three persons.

**FINANCING:**

The union is financed by membership dues.

## **THE TWENTIETH CENTURY FUND INC.**

*Executive Director, J. FREDERIC DEWHURST*

330 West 42nd Street  
New York 36, New York

BRyant 9-8118  
Founded 1919

**EDUCATION DEPARTMENT:**

*Chief: Thomas R. Carskadon*

**AIM:**

To disseminate as widely as possible the findings of the Fund's impartial studies of important economic and social issues.

**ACTIVITIES:**

*Production:* The Fund has produced nine pictures based on its research studies. These films cover such basic economic subjects as productivity, labor-management relationships, the control of inflation, urban and rural development.

*Distribution:* Encyclopaedia Britannica Films, Inc. distributes all Fund films.

*Utilization:* The Fund has prepared study guides and background materials on a number of its films.

**PERSONNEL:**

The Fund film program is carried out as one of the activities of its Education Department, which includes five full-time employees. Thomas R. Carskadon, who, as Chief of the Education Department, supervises the Fund's work in films, was formerly assistant drama editor and motion picture critic of the *San Francisco Chronicle*, has written for "Theatre Arts Monthly," and other magazines, and has edited scripts and done supervisory work on a number of documentary films.

## *Twentieth Century Fund*

### **FINANCING:**

The resources of the Fund come entirely from the income on its endowment, from the sales of its publications, and from royalties on its films.

### **HISTORY:**

The increasing effectiveness of the information film in reaching a large public in this country has encouraged the Fund in recent years to enlarge its film activities. Since 1946, nine films have been produced based on Fund research studies. These have been widely distributed in this country and abroad, and one of them has been a leading seller among documentary films, with outright sales of more than a thousand prints.

### **FORECAST:**

The Fund probably will produce further films as subject matter appropriate for cinematic treatment is developed in its research studies.

## **UNION OF AMERICAN HEBREW CONGREGATIONS (UAHC)**

*President*, MAURICE N. EISENDRATH

838 Fifth Avenue  
New York 21, New York

REgent 7-8200  
Founded 1873

*Members:* More than 450 Reform congregations in the  
United States and Canada

### **DEPARTMENT OF AUDIO-VISUAL AIDS of the Commission on Jewish Education:**

*Director of Education:* Emanuel Gamoran

*Director of Department of Audio-Visual Aids:* Samuel Grand

### **AIM:**

To produce audio-visual materials for use in Jewish religious schools; to advise rabbis, principals, and teachers regarding the use of audio-visual materials; to provide information regarding audio-visual materials published by other organizations.

### **ACTIVITIES:**

*Production:* The Department prepares scripts, and directs production of filmstrips, films, and records.

*Distribution:* The above materials are available from the Department of Audio-Visual Aids. Films are for rental or purchase; other materials for purchase. These materials are used by Jewish religious schools and also by many public schools, Christian groups, and general film libraries.

*Utilization:* Teacher's Guides are provided with each filmstrip. The Department conducts demonstrations at the national office and in the field, at regional meetings, etc. Articles and teachers' manuals are prepared by the Department, as well as descriptive flyers and leaflets describing films, filmstrips, records, and Flannelgraph materials.

**PUBLICATIONS:**

"First Steps in Audio-Visual Education in the Jewish Religious School"

"The Bulletin Board in the Jewish Religious School"

Articles concerning the audio-visual materials appear regularly in "The Jewish Teacher" (Commission on Jewish Education) and "American Judaism" (UAHC)

**PERSONNEL:**

*Director:* Samuel Grand

*Secretary to Director:* Kathryn Friedman

*Editor:* Emanuel Gamoran

**MEETINGS:**

The Audio-Visual Aids Committee meets several times a year. Final report is made to the Commission on Jewish Education, which meets annually.

**FINANCING:**

The Department is part of the Commission on Jewish Education, which is maintained by the Union of American Hebrew Congregations as one of its major activities. UAHC is supported through a combined campaign, which also includes the Hebrew Union College-Jewish Institute of Religion. Production is financed from the Philipson Fund.

**HISTORY:**

The Department was opened September, 1951.

**FORECAST:**

The Department is planning a continuous program of production of films, filmstrips, and other audio-visual aids. The outlook is good, based on the receptivity to date of the users of our materials.

## **UNITED AUTOMOBILE WORKERS OF AMERICA, AFL, INTERNATIONAL UNION (UAW-AFL)**

*President,* LESTER WASHBURN

429 West Michigan Street  
Milwaukee 3, Wisconsin

BRoadway 6-0814  
Founded 1939

*Members:* About 150,000 members in 20 states; about  
375 local unions

**AUDIO-VISUAL SECTION of Educational Department:**

*Director:* Francis A. Henson

**AIM:**

To stimulate the use of audio-visual education materials.

**ACTIVITIES:**

*Production:* Three films have been produced, two by the union's own cameraman, and one by a Hollywood company. The first two are (1) the story of the Fourth Annual Summer Labor Institute at the University of Wisconsin (about 20 minutes), and (2) a film

## **UAW**

dealing with discrimination of all kinds, in cities, schools, and the union (about 13 minutes). The third is a 45-minute color, sound documentary of the history of the UAW-AFL.

**Distribution:** Both the International office and Regional offices provide these films for UAW-AFL local unions. Ten prints of the 45-minute documentary are being distributed to outside groups for rental by Ideal Pictures Corporation, 58 East South Water Street, Chicago, Illinois.

About ten other films produced by other organizations are available at the International office. A descriptive folder is sent out on request.

### **PERSONNEL:**

The Educational Director and one secretary give about one-tenth of their time to the audio-visual program.

### **FINANCING:**

UAW-AFL is financed by dues of the membership, and the International Executive Board appropriates money for any expenditures involved in producing or distributing films.

### **HISTORY:**

The audio-visual program of the UAW-AFL was started in 1949, and has been very active in promoting the production of more films by the AFL for all international unions.

### **FORECAST:**

The next convention of the International Union will be held in the fall of 1955. It is probable that the 45-minute historical documentary will be widely distributed and used during this period. Plans have been made to make an eight-minute film short from this film to use at the AFL industry show in 1954. There are no other plans for production of films until next year.

## **UNITED HOUSING FOUNDATION (UHF).**

*President,* LOUIS H. PINK  
*Secretary,* ROGER SCHAFER

345 East 46th Street  
New York 17, New York

OXford 7-0427  
Founded 1950

### **AIM:**

To help groups of wage earners and others of low and middle income solve their housing problems through the application of cooperative principles; to keep abreast of all films in the field of housing and town planning and to provide lists of films for the selection of members.

### **MEETINGS:**

It is likely that a film will be shown at the next annual meeting.

**HISTORY:**

The Foundation started to answer questions about available films about three months ago.

**FORECAST:**

UHF is contemplating a full-day showing of housing films, so that representatives from member cooperatives can see what is available and select something for showing at their own projects.

## **UNITED LUTHERAN CHURCH IN AMERICA, Lutheran Laymen's Movement for Stewardship**

*Executive Director,* HENRY ENDRESS

231 Madison Avenue  
New York 16, New York

LExington 2-3410  
Founded 1918

*Members:* More than 4,200 United Lutheran Church congregations in 34 synods, comprising a baptized membership of 2,085,336 individuals

**LLM FILM SERVICE****AIM:**

To produce and distribute films on Christian Stewardship as a means of furthering stewardship promotion and education throughout the congregations of the United Lutheran Church. To interpret through the film dramatization what can happen in the lives of individuals when they put their faith into action.

**ACTIVITIES:**

*Production:* Six 16mm sound motion pictures in black-and-white on various phases of Stewardship education, have been produced by the United Lutheran Church and the Lutheran Laymen's Movement for Stewardship.

*Distribution:* The Stewardship-LLM office distributes these films to ULCA congregations. Distribution to other denominations is handled by another distributor. LLM also distributes its films to tv stations.

*Utilization:* A consultant service in selection of films and their use in connection with Stewardship programs in local church congregations is available through the UCLA Stewardship office in New York. Study guides are available for each of the six films.

**PUBLICATIONS:**

Information concerning the present films, and those planned for future release, appears periodically in the "Christian Stewardship Bulletin," published monthly, September through June, and the "LLM News Letter," published quarterly. Annual subscription fee for each is \$1.00.

**PERSONNEL:**

There are three full-time employees in the Film Service. About 50 others are engaged in part-time distribution through ULCA synods,

## *United Lutheran Church*

seminaries, and colleges. Henry Endress served for two years as publicity director for the Staten Island Chamber of Commerce and was executive director of the Staten Island Community Chest for four years. For a time he was also executive director of the United War and Community Funds for Connecticut. In 1949, he was elected Stewardship Secretary for the United Lutheran Church and Executive Director of the Lutheran Laymen's Movement for Stewardship. Since 1947 he had been Associate Secretary and Associate Director of both offices.

### **MEETINGS:**

When new films are produced, they are previewed at one of the quarterly meetings by the staff and executive committee of the Lutheran Laymen's Movement for Stewardship and by synodical stewardship leaders.

### **FINANCING:**

Financing is by the United Lutheran Church in America and the Lutheran Laymen's Movement for Stewardship.

### **HISTORY:**

The audio-visual program of the United Lutheran Church and the Lutheran Laymen's Movement for Stewardship began in 1947 with the production of a film. This was followed in 1948 by another film, and in 1949 by two more. There have been two others, one in 1950 and one in 1951.

### **FORECAST:**

A new stewardship film on tithing is scheduled for production in 1954 for release to ULCA congregations.

## **UNITED STATES BREWERS FOUNDATION INC.**

*Chairman and President,* EDWARD V. LAHEY

535 Fifth Avenue  
New York, New York

Murray Hill 2-2400  
Founded 1862

*Members:* 450

### **ACTIVITIES**

The film materials produced by the United States Brewers Foundation describe the brewing process, the historical background of the industry, and present the legal sale of beer and ale as an economic and social asset, and as being in the public interest. These materials include both motion pictures and slidefilms—most of which are in color.

A film library of Foundation films and those produced by other segments of the industry is maintained. Loans are made to any interested film user without charge. Descriptions of the film titles are available upon request.

# UNITED STATES JUNIOR CHAMBER OF COMMERCE (USJCC or US Jaycees)

*Executive Vice President, GORDON T. HICKS*

21st and Main Streets  
Tulsa, Oklahoma

5-5631  
Founded 1920

*Members:* 150,000 young businessmen between the ages of 21 and 35 in 2,500 local chapters throughout the 48 states, Alaska, and Hawaii

## **US JAYCEE FILM LIBRARY:**

*Program Manager:* E. F. Trumble

### **AIM:**

To provide films to member chapters for the purpose of stimulating meeting attendance and project participation.

### **ACTIVITIES:**

*Production:* Sound films depicting the Jaycee National Convention and special national programs are produced each year.

*Distribution:* About 30 different films are available free of charge for a limited period to member chapters on a request basis.

*Utilization:* Member chapters show movies at general local membership meetings.

### **PUBLICATIONS:**

"U. S. Jaycee Film Guide"

### **PERSONNEL:**

One employee of the program department operates the Film Library on a part-time basis. The total office staff is 45.

*Film Librarian:* Helene Lake

### **MEETINGS:**

No film showings are scheduled at the annual Jaycee national convention. However, the convention itself is generally filmed.

### **FINANCING:**

The US Jaycee organization is financed by membership dues and special project grants. The film library is maintained under the general operating budget. Production costs on special organizational films are handled under special project budgets. General interest films are procured either on a long-term basis or are donated by outside organizations.

### **HISTORY:**

The Film Library has been in operation since 1948, and is still in developmental stages.

### **FORECAST:**

An effort will be extended in the future to expand and improve the Film Library, with concentration on procuring "undated" organizational films.

# UNITED STATES LAWN TENNIS ASSOCIATION (USLTA)

*President*, JAMES H. BISHOP

*Executive Secretary*, EDWIN S. BAKER

120 Broadway  
New York 5, New York

COrtland 7-3330

Founded 1881

*Members*: 1,250 member clubs; also schools, colleges  
and other educational institutions totaling 3,600

## **USLTA FILMS COMMITTEE:**

*Chairman*: Clifford S. Sutter

## **AIM:**

To promote tennis as a means of healthful recreation and physical fitness, and to maintain high standards of amateurism, fair play, and sportsmanship.

## **ACTIVITIES**

*Distribution*: The USLTA has several 16mm films, both sound and silent, for instructional use and entertainment purposes. Circulars listing these films are available without charge to those interested.

## **PUBLICATIONS:**

The USLTA "Service Bulletin" carries film information.

## **PERSONNEL:**

The USLTA Films Committee consists of four persons: Clifford S. Sutter, Chairman, Douglas J. Coyle, Orton H. Hicks, Walter L. Pate.

## **HISTORY:**

Film services were started in 1927 and have continued since.

# UNIVERSITY FILM PRODUCERS ASSOCIATION (UFPA)

*President*, HERBERT E. FARMER

c/o Department of Cinema  
University of Southern California  
3518 University Avenue  
Los Angeles 7, California

Richmond 2311, Extension 328

Founded 1947

*Members*: The University Film Producers Association is an organization of approximately 200 members connected with the production of motion pictures in educational institutions.

## **AIM:**

To develop the potentialities of this medium and its allied media, such as sound recording and television, in order to improve instruction and communication.

## **ACTIVITIES**

The University Film Producers Association meets for a general conference every year in the month of August, at which time

representatives from the different institutions gather to exchange information and discuss their mutual problems.

Committee activities during the year are devoted to such problems as curriculum development for universities teaching motion picture production, and relations of the universities' film production section with educational television needs in the community.

#### **PUBLICATIONS:**

The "Journal of the University Film Producers Association" is published quarterly, and is related to the problems of the individual members and institutions.

In addition, occasional newsletters are sent to the membership on problems of immediate interest.

#### **PERSONNEL:**

There are no employees of the University Film Producers Association. The officers and committee chairmen all serve on a volunteer basis.

#### **MEETINGS:**

An annual conference is held, usually in the third week of August, at one of the member institutions.

#### **FINANCING:**

The activities of this organization are paid for entirely from the dues received annually from members and from subscriptions to the "Journal of the University Film Producers Association." Expenses of the annual conference are covered by registration fees collected from those present.

#### **HISTORY:**

In August, 1947, a meeting was held at the State University of Iowa, at which time an organization known as the University Film Producers Council was organized, for approximately the same purposes as the present aims of the Association. At the Second Annual Conference, held at the University of Minnesota in 1948, the name was officially established as the University Film Producers Association and the constitution was accepted. Since that time, the organization has grown in membership as the film production activities have spread to new institutions.

#### **FORECAST:**

It is anticipated that in the near future, under the impetus of educational television, much greater expansion of the University Film Producers Association will take place. Constitutional changes are being prepared at the present time, which it is expected will help this organization be of increased usefulness in the educational field.

# VEGETABLE GROWERS ASSOCIATION OF AMERICA, INC.

*President, A. LEE TOWSON*

*Secretary, JOSEPH H. SHELLY*

## **NEWS AND INFORMATION DIVISION:**

*Director: Max Chambers*

Preston, Maryland

*Members: Vegetable growers in the U.S.*

## **ACTIVITIES**

The Association films its conventions and National Vegetable Week for educational and promotional purposes. These motion pictures are shown at the annual local and state meetings of the organization. The Association financed its National Vegetable Week film at a cost of \$500. It has been filming its activities since 1934.

## **YOUNG WOMEN'S CHRISTIAN ASSOCIATION, NATIONAL BOARD (YWCA)**

*President, MRS. EDITH W. MACY*

*General Secretary, MRS. SAVILLA MILLIS SIMONS*

600 Lexington Avenue  
New York 22, New York

PLaza 3-4700  
YWCA founded 1855  
National Board founded 1906

## **LEADERSHIP SERVICES:**

*Director: Margaret Logan Clark*

*In Charge of Film Discussion Project: Jeannette Patchin*

## **PUBLIC INFORMATION:**

*Director: Louisa Wilson Hager*

## **AIM:**

To make use of films, filmstrips, and other materials as teaching tools in leadership projects. To prepare materials on the use of films in YWCA programs; to preview films for review in YWCA publications. To enlarge the use of film discussion.

## **ACTIVITIES**

*Production:* Nothing is in production at the present time, but plans are under way to produce film depicting the YWCA program for use as part of the Centennial Celebration.

*Distribution:* There is occasional distribution of promotion materials by Public Information.

## **PUBLICATIONS:**

"Sight and Sound: The Use of Audio-Visual Aids in the YWCA," report of the Film Discussion Project

## **FINANCING:**

Financing is carried out through regular budget and special grants.







